OVEMBER 29, 1954

TECHNOLOGY DEPT.

35c PER COPY

BROADCASTING TELECASTING

NEWSPAPER
Dec55 H-B
Detroit Public Library
Technology Dept
96 Putnam Ave
Detroit 2 Michigan
N1143
B 10D

IN THIS ISSUE:

TV Offers Tie-Up
Smaller Stations
Page 31

Tv Highlight
Storm 4A Meet
Page 33

000-Ft. Tower
striction Sought
Page 40

Ryan to Head
ity Radio Group
Page 86

TURE SECTION
pics on Page 39

24TH year

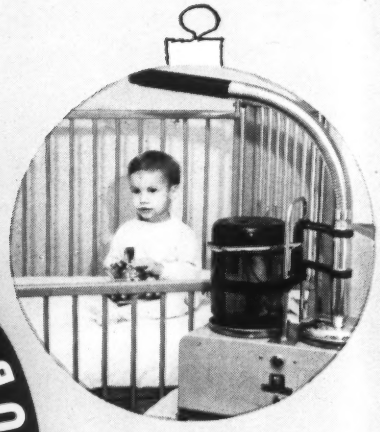
NEWSWEEKLY
RADIO AND TV

KOTV TULSA
a Better Buy than ever before!
BECAUSE . . .
• Now at maximum power of 100,000 watts, beamed from a new tower 1135 feet above ground (1328 feet above average terrain).
• Now serves a larger market than any other station in Oklahoma (2,116,798 people and 548,014 families, ex-clusive Oklahoma County ONLY/All only).
• A Tulsa dollar is the lowest of America's eleven leading markets (less than 58 cents-available to America). Tulsa ranks 25th in consumer expenditure increase, 1953 to percent increase in population since 1950, and 20th for percent increase in retail sales since 1948).
• Viewing habits firmly established in favor this year in which KOTV was the only VHF station serving the market. Now in its sixth year.
• Top programming as a CBS basic affiliate.
• Over five years television experience.
KOTV 6 CBS
KOTV, Inc.
TULSA
Edward Petry & Co., Inc.

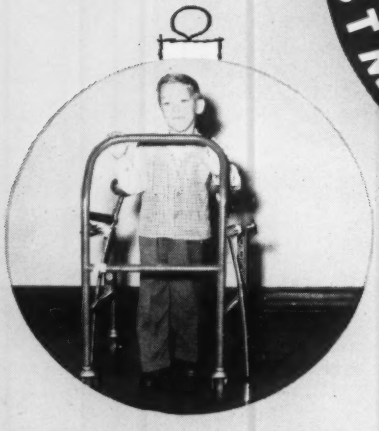
3,464 RADIOS

WLS

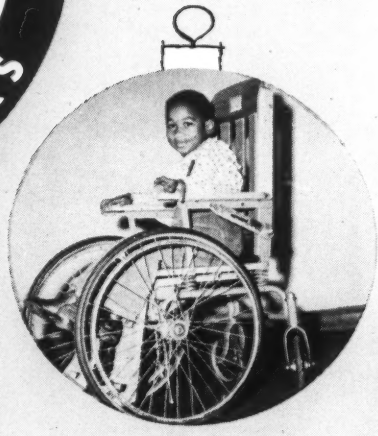
CHRISTMAS NEIGHBORS CLUB



1,432 INHALATORS



865 ORTHOPEDIC WALKERS



3,451 WHEEL CHAIRS

533 HOSPITAL BEDS

Each Christmas Season for nineteen years, generous listeners have contributed to the WLS Christmas Neighbors Club—to provide wheel chairs, inhalators, orthopedic walkers, and other equipment, to hospitals and like institutions. To date, more than $408,356 has been contributed.

Such help to their less fortunate neighbors is but one example of how WLS and its listening families work together. It's made possible by the confidence listeners have in WLS—the result of continuous, dependable devotion by WLS to the interests of the individual, the family, and the communities in the midwest.

WLS The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES • CLEAR CHANNEL

50,000 WATTS • ABC NETWORK • REPRESENTED BY JOHN BLAIR & CO.

kgul TV

CHAN

CBS TELEVISION NETWORK

REPRESENTED NATIONALLY BY
CBS TELEVISION SPOT SALES

YOUR BEST BUY FOR THE
TEXAS GULF COAST AREA

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV Channel 8

NBC • CBS • DUMONT

316,000 WATTS

COVERAGE and COLOR

CHANNEL 8 MIGHTY MARKET PLACE

YORK	HARRISBURG	READING
HANOVER	LEBANON	POTTSVILLE
GETTYSBURG	CARLISLE	HAZLETON
CHAMBERSBURG	SUNBURY	SHAMOKIN
WAYNESBORO	LEWISTOWN	BLOOMSBURG
FREDERICK	LOCK HAVEN	LEWISBURG
WESTMINSTER	HAGERSTOWN	MARTINSBURG

STEINMAN STATION • *Clair McCollough, Pres.*

Represented by
MEEKER TV, Inc. New York · Chicago · Los Angeles · San Francisco

closed circuit.

NEW CBS DEAL • There's no sign of usual fierce network competition in new CBS Television Extended Market Plan, making tv affiliations available to small markets (story page 31). Instead of engaging in rate war, CBS has not solicited NBC-TV primary stations. Entire purpose, according to CBS-TV officials, is to help small-market stations by making them more attractive to advertisers.

B•T

CBS TELEVISION will soon complete analysis of all its affiliates carrying less than five hours network business per week. These stations will benefit from EMP because regular affiliation requires station to give five hours before getting paid whereas payments start with first program under EMP. About score of present affiliates will soon be sent letter offering benefits of EMP, with another group of CPs, which had indicated interest in affiliation, to be next on list.

B•T

SURE CONVERSION • Storer Broadcasting Co., first to reach new multiple ownership quota with its proposed acquisition of WFTL-TV Fort Lauderdale and CP of WMIE-TV Miami [B•T, Nov. 22], reportedly is contemplating plan for made-to-order uhf circulation in Greater Miami market. Upon transfer of properties, purchased for aggregate of $335,510, Storer would convert all vhf receivers in Miami area for uhf reception at own expense, capitalizing item and writing it off as part of overall cost.

B•T

EXAMINATION of application filed by CBS with FCC for purchase of WSTV-TV Steubenville for $3 million and move of channel location reveals that transmitter site would be only 3½ miles north of center of Pittsburgh. Coordinates show location is about ¾ mile from tower of WDTV(TV), DuMont-owned station. Studios, however, would be maintained in Steubenville as well as Pittsburgh.

B•T

ANOTHER TRY • Effort may be made this week by Senate Majority Leader Knowland to procure confirmation of George C. McConnaughey as member and chairman of FCC. It's understood he will contend agreement with Democrats during McCarthy censure session was to abandon consideration of "controversial" confirmations and that McConnaughey appointment is not in that category.

B•T

NORMAN GITTLESON, manager of WJAR-TV Providence, which has enjoyed phenomenal success since its founding in 1949, has resigned effective at yearend. Understood Doty Sinclair, identified with licensee Outlet Co., will move into an executive spot. Mr. Gittleson shortly expected to announce new connection and Outlet Co. appointment of new manager—probably established tv broadcaster.

B•T

HOOVER STUDY • Hoover Commission for streamlining governmental agencies presumably isn't too much concerned about regulatory bodies such as FCC. So far there's been no revival of proposals of other years that communications and transportation be lumped into Cabinet rank post or that they be made bureaus of Dept. of Commerce. Commission is, however, studying proposal, which some FCC members advocate, to kill or amend Section 309c of Communications Act. That provides for practically unlimited protests on grounds of economic injury or signal interference and is considered delaying factor as now written.

B•T

IN HIS TWO month FCC tenure, Chmn. McConnaughey has formulated certain definite views. He feels all "hard core" cases should be considered by full seven-man Commission, even if it means holding them over several weeks. Moreover, he is opposed to excessive travelling and speech-making by FCC members because of effect on full attendance. He also is working toward one decision day per week with no "eleventh hour" cases brought in for immediate consideration.

B•T

WHEELING-DEALING • Westinghouse Broadcasting Co. admittedly is looking for four stations—two v's and two u's—to complete its multiple ownership quota of seven. Pittsburgh, of course, is No. 1, and announcement is expected almost any day on deal to acquire WDTV (TV) there from DuMont. This would mean Westinghouse withdrawal from ch. 11 competition against two adversaries (WWSW, WJAS).

B•T

MEANWHILE, it was assumed that if and when Westinghouse withdraws from ch. 11 race, WWSW and WJAS, remaining applicants, would enter conversations regarding merger. WJAS last week said that to date there had been no merger talk.

B•T

'LUCY' RE-RUNS • There's interesting Madison Avenue speculation on precedent whereby *I Love Lucy* becomes second-run feature on CBS-TV under Lehn & Fink sponsorship. Repeated shows will be run Sundays at 6 p.m. under 39-week contract with renewal options. *Lucy* has been handled at Biow Co. for Philip Morris by C. Terrence Clyne, senior vice president, who Jan. 1 moves to McCann-Erickson with $7 million Bulova account. McCann-Erickson is agency for Lehn & Fink. Budget for *Lucy* repeat understood to run more than $3 million for time and talent (see story page 62).

WEEK IN BRIEF and INDEX
See page 10

B•T

GREATER ACTIVITY than usual being manifested in yearend station representation shifts, both radio and tv. Jockeying for position has always been yearend order, but this year there are more personal solicitations than at any time in last decade, with head men making presentations to stations.

B•T

QUICK TRIP • FCC Comr. Rosel Hyde, who has been in Mexico City since Nov. 4 as chairman of U. S. delegation in conversations with Mexico on broadcast allocations, returns to Washington tomorrow (Nov. 30) to attend FCC sessions. Accumulation of unsettled policy matters before FCC is believed responsible for quick return trip. He will resume Mexican assignment next week.

B•T

STANDARD BRANDS Inc. (Chase and Sanborn coffee), New York, through Compton Adv., New York, preparing annual 52-week radio-tv spot announcement campaign, to start early in January. Approximately 75 television and 20 radio stations will be used.

B•T

ELECTION PARADOX • Harry Plotkin, minority (Democratic) counsel of Senate Bricker Investigating Committee, finds himself in unique status. While he's minority counsel, he will write "majority" report on proposed inquiry into network licensing and related matters to be presented to next Congress. Since committee then will be organized by Democrats, his minority report becomes majority. What will he recommend? There's reason to believe he doubts necessity of full investigation at Congressional level; feels job belongs to FCC at this stage.

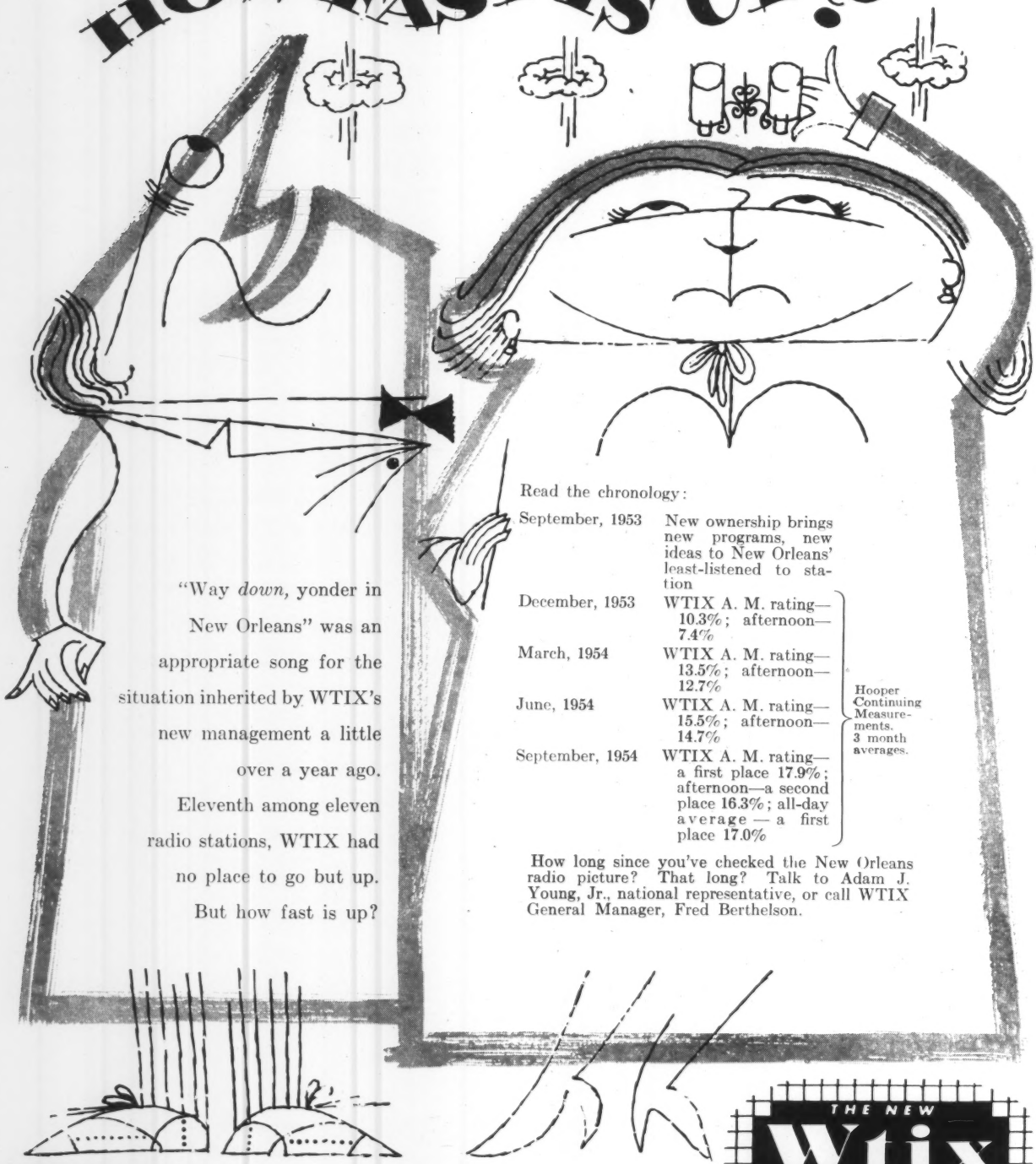
B•T

BROADCASTERS who wonder what might happen to their electronic apparatus in case of atomic attack will have their questions answered in Nevada atomic tests this winter. Under civil defense auspices, Radio-Electronics-Tv Mfrs. Assn. is sponsoring placement of equipment and components around "see-the-blast" area to find out how gear stands up under impact of shock, heat and radioactivity.

B•T

LIGHTED LINES • Sounds like the Army (but with a twist): *Ad hoc* committee looking into methods of improving lighting and marking of tall tv towers has engaged camouflage expert to study feasibility of painting guy wires with phosphorescent paint (so they glow in dark).

HOW FAST IS UP?



"Way *down,* yonder in New Orleans" was an appropriate song for the situation inherited by WTIX's new management a little over a year ago. Eleventh among eleven radio stations, WTIX had no place to go but up. But how fast is up?

Read the chronology:

September, 1953	New ownership brings new programs, new ideas to New Orleans' least-listened to station
December, 1953	WTIX A. M. rating—10.3%; afternoon—7.4%
March, 1954	WTIX A. M. rating—13.5%; afternoon—12.7%
June, 1954	WTIX A. M. rating—15.5%; afternoon—14.7%
September, 1954	WTIX A. M. rating—a first place 17.9%; afternoon—a second place 16.3%; all-day average — a first place 17.0%

Hooper Continuing Measurements. 3 month averages.

How long since you've checked the New Orleans radio picture? That long? Talk to Adam J. Young, Jr., national representative, or call WTIX General Manager, Fred Berthelson.

THE NEW Wtix NEW ORLEANS 16, LA.

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, *Omaha* Represented by H-R Reps., Inc.

WHB, *Kansas City* Represented by John Blair & Co.

WTIX, *New Orleans* Represented by Adam J. Young, Jr.

at deadline

Tv Dominated by Women Dialers, Pulse Study Shows

FEW "man-dominated" programs among "America's Dialing Millions" exist in tv, according to Dr. Sydney Roslow, director of Pulse Inc., who reported on new Pulse survey which gathered audience composition data from 64 markets in country. More than quarter-million persons interviewed in 117,000 homes national sample.

Thus, Dr. Roslow declared, tv is being built by "qualitative appeal." He pointed to two similar detective shows on same network with one delivering only one-tenth of single point rating more than the other—but, he said, "One delivers a bonus of almost one-third more men than the other. Obviously in this case the program delivering the far larger total audience is the better buy."

Women outnumber men in twirling receiver dial for every tv program, except for late, nighttime news and sports programs, Dr. Roslow reported his findings indicated. "A small audience program directed to women for a product women buy for the whole family repeatedly does a whale of a sales job. Prestige rivalry for the biggest does not necessarily mean the best," Dr. Roslow said.

Dr. Roslow said Friday that Pulse's special study on cumulative audience as part of its monthly U. S. tv report should pinpoint further danger to tv as medium because of search by certain advertisers for "bigger and bigger ratings in individual markets."

Special report included "too often neglected" rural segment, which regularly comprises 27% of Pulse's U. S. sample, Dr. Roslow explained, saying data accumulated indicated that, "within the frame of the same program type, there are sufficient variations in audience appeal to cause a considerable swing in attention."

AFL Moves News Series To 175 ABC Radio Outlets

AMERICAN Federation of Labor moving its quarter-hour across-the-board news commentary program to ABC Radio effective first of year, after more than four years on Mutual, and will expand station lineup from 150-plus to 175.

Two-year contract represents just under $1.2 million in annual billings. Potential commentators have been screened down to three, with Edward P. Morgan, now of CBS, understood to be top runner for assignment, which has been handled by AFL staff member Harry Flannery since departure of Frank Edwards in policy dispute last summer [B•T, Aug. 16]. (Mr. Morgan, it was learned late Friday, has resigned as director of news, effective Dec. 3.)

Time period unchanged: Mon.-Fri., 10-10:15 p.m. (EST). Negotiations included M. S. Novik, consultant to AFL, and ABC's President Robert E. Kintner and Thomas Velotta, vice president and administrative officer, news, special events, sports, and public affairs dept.

TvB on Madison Avenue

TELEVISION Bureau of Advertising has signed long-term lease for offices at 444 Madison Ave., in heart of New York's advertising district. Occupancy set for Dec. 1.

18 NEW CHURCHES

EIGHTEEN new churches in West Germany along Iron Curtain will be completed by Christmas as part of "Wooden Church Crusade," headed by Fulton Lewis jr., MBS commentator. Crusade calls for erection of 49 churches—one for each state in the U. S. and District of Columbia—as symbol of freedom in shadow of communist-controlled Germany. Nearly $600,000 has been contributed by Mr. Lewis' listeners. Estimated $1,200,000 ultimately will be spent.

Kaufman Explains Position Of Guild in Net Situation

GUILD FILMS Co., which has been negotiating with DuMont Tv Network on possible program-production arrangements [B•T, Nov. 22], said Friday that "within the concepts" of its cooperative production-distribution relationship with Vitapix Corp., it "is not interested in acquiring a network."

President Reub Kaufman described this as "obvious" in statement, saying, "Guild Films is not in the business of buying, selling or operating stations. Its functions are to produce and distribute programs and to service the users of the programs. Under its arrangements with Vitapix Corp., Guild Films is making available its programs on a national spot basis in desirable time periods over facilities of Vitapix stations."

Statement did not refer to reports that Guild-DuMont negotiations may lead to Guild's acquisition of DuMont productions and production facilities as well as more immediate objective of aligning DuMont's owned stations—WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh—with Vitapix group.

Shell Oil Appoints K&E

SHELL OIL Co., New York, appoints Kenyon & Eckhardt, N. Y., to handle advertising effective Jan. 1. J. Walter Thompson Co., N. Y., will continue to service product advertising of Shell oil while Kenyon & Eckhardt will continue to do product advertising of Quaker State Oil Refining Corp.

AFTER BROILERS

MAIL and phone calls swamped NBC-TV after single announcement, made 10 minutes past midnight (EST) on Steve Allen's *Tonight* (11:30 p.m.-1 a.m.). Show Nov. 19 offered to select five senders of postcards as winners of Broil-Quick Super Chef Rotisseries (Agency, Hicks & Greist). NBC-TV says it counted 98,154 mail pieces in three days after announcement, with mail still coming in. Winners will be picked on *Tonight* program this Friday.

• BUSINESS BRIEFLY

TOBACCO MUSIC • Riggio Tobacco Corp., N. Y., started sponsorship last Wednesday of 5½-hour-long *Music Through the Night*, symphonic program over WRCA New York (Mon.-Fri., 12:30-6 a.m.). Agency: L. H. Hartman Co., N. Y.

CARLING'S MAY BUY • Brewing Corp. of America (Carling's ale), Cleveland, considering five-, 10- and 15-minute evening segments in radio in its distribution markets for sponsorship to start Dec. 1 and run through 1955. Benton & Bowles, New York, is agency.

BREEZE PROJECT • Lever Brothers (Breeze), New York, contempating radio spot announcement campaign in number of smaller markets for 10 days effective Jan. 12. BBDO, New York, will be placing schedule.

Q-TIPS LOOKING • Q-Tips (sterilized swabs), New York, through Lawrence C. Gumbinner Adv., New York, considering sponsorship of radio network show plus spot announcement campaign to be launched after first of year.

NABISCO KID SHOW • National Biscuit Co. (Nabisco), New York, through McCann-Erickson, New York, to sponsor half-hour tv children's show, *Sky King*, on about 28 stations, effective Jan. 1.

NBC-TV SIGNS KRAFT • Kraft Foods Co., Chicago, through J. Walter Thompson Co., New York and Chicago, which has been shopping for tv network to place its newly-bought *Spaceman*, has just signed with NBC-TV for Saturday afternoon period.

BROMO-SELTZER SIGNS • Emerson Drug Co., Baltimore (Bromo-Seltzer), through Lennen & Newell, N. Y., has signed for alternate-week sponsorship of *Chance of a Lifetime* over DuMont (Fri., 10-10:30 p.m. EST) starting Dec. 10. Lentheric Inc., N. Y., through Cunningham & Walsh, N. Y., has renewed as alternate sponsor starting Dec. 17.

OLSON RUG ON 'CLUB' • Olson Rug Co., Chicago, to sponsor 9-9:15 a.m. Monday segment of ABC Radio's *Breakfast Club* effective Jan. 10 for 13 weeks. Agency: Presba, Fellers & Presba, Chicago.

BAKERY SYMPHONY • Tasty Baking Co. (regional bakery), Philadelphia, to sponsor hour-long telecast of Eugene Ormandy and Philadelphia Symphony Orchestra on five stations Dec. 16, 8-9 p.m. Program will be originated by WFIL-TV Philadelphia and also seen live on WAAM (TV) Baltimore, WATV (TV) Newark, WILK-TV Wilkes-Barre and WGAL-TV Lancaster. Agency: N. W. Ayer & Son, Philadelphia.

'JURY' GETS SPONSOR • Pharmaceutical Inc., Newark, N. J. (Geritol, Geritol Junior, Serutan), to sponsor *Juvenile Jury*, Sun., 4-4:30 p.m. (EST) on NBC-TV, effective Jan. 9. Agency: Edward Kletter Assoc., N. Y.

ROCKWOOD ON 'CLUB' • Rockwood & Co., Brooklyn (candy), signs to sponsor Wednesday and Friday 9-9:15 a.m. segments of ABC's *Breakfast Club* on 311 radio stations effective Jan. 12. Agency: Paris & Peart, N. Y.

Quick Clean up...

Get into every nook and corner
of this rich midwest industrial area
with your sales message! You'll *get results* on

WJBK-TV
DETROIT

We make a business of clearing away
selling problems with all the power
of our top CBS and local TV programs,
commanding Channel 2 dial position,
1,057 foot tower and 100,000 watt power.

A STORER STATION

Represented
Nationally by
THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22,
ELDORADO 5-7690

at deadline

Opposition Filed to Change In Power-Height Limits

HEAVY influx of opposition to any change in present Zone 1 tv power-height limitations filed at FCC Friday, deadline for comments (see earlier story on page 80). Only two favoring proposal were WBEN-TV Buffalo and WSAZ-TV Huntington, W. Va. These were two stations whose petitions sparked proposal to permit 2,000-ft. towers in densely populated Northeast and North Central states. Present maximum tower height, without power penalty, is 1,000 ft. above average terrain.

Both WBEN-TV and WSAZ-TV suggested that if FCC cannot see way to abolishing limitation, it revise rule to permit relaxation on antenna height ceilings in special cases. Each claimed its situation was special.

Oppositions were most strongly entered by uhf stations which are permitted to have 2,000-ft. towers. However, many vhf stations objected on grounds of unsettling interference. Also opposing change were Civil Aeronautics Administration and Air Transport Assn.

Those filing at deadline were:

WTVR (TV) Richmond, Va.; WLBC-TV Muncie, Ind.; WKJG-TV Fort Wayne, Ind.; WKST-TV New Castle, Pa.; WMTW (TV) Poland Spring, Me. (Mt. Washington); WJIM-TV Lansing, Mich.; WVET-TV Rochester, N. Y.; WBRE-TV and WILK-TV Wilkes-Barre, Pa.; WKNB-TV New Britain, Conn.; WTMJ-TV Milwaukee; WSBT-TV South Bend, Ind.; WNHC-TV New Haven, Conn.; WSEE (TV) Erie, Pa.; WTVP (TV) Decatur, Ill.; WFIE (TV) Evansville, Ind.; WTHI-TV Terre Haute, Ind.; John H. Mullaney, consulting engineer; WOR-TV New York; WKNA-TV Charleston, W. Va.; WCAU-TV Philadelphia, Pa.; WFIL-TV Philadelphia, Pa.; WWJ-TV Detroit; WGR-TV Buffalo, N. Y.; WMGT (TV) Adams, Mass.; WNOW-TV York, Pa.; WNAM-TV Neenah, Wis.; WICS (TV) Springfield, Ill.; WCMB-TV Harrisburg, Pa.; WWOR-TV Worcester, Mass.; WICC-TV Bridgeport, Conn.; WWLP (TV) Springfield, Mass.; WENS (TV) Pittsburgh, Pa.; WFAM-TV Lafayette, Ind.; WJAC-TV Johnstown, Pa.; WSJV (TV) Elkhart, Ind.; WKNY-TV Kingston, N. Y.; WGAL-TV Lancaster and WLEV (TV) Bethlehem, Pa.; WDEL-TV Wilmington, Del.; WFBG-TV Altoona, Pa.; General Electric Co.; WAVE-TV Louisville, Ky.; WTRI (TV) Albany, N. Y.; WTRF-TV Wheeling, W. Va.

Five New Radio Stations Authorized by FCC

FIVE new radio stations and improved assignments for three existing outlets granted by FCC Friday. New permits:

Morehead, Ky.—Morehead Bcstg. Co. (% W. S. Sample) granted 1 kw daytime on 1330 kc. **Laurel, Miss.**—Rev. Carroll F. and Dr. D. N. Jackson d/b as American Southern Broadcasters granted 1 kw daytime on 1430 kc. **Reno, Nev.**—Magowan, Jones & Harford granted 205 w fulltime on 1450 kc. Part owner is Thompson Magowan, manager, KBMI Henderson, Nev. **The Dalles, Ore.**—Radio Mid-Columbia Inc. (% C. J. Stuart, 2nd & Liberty Sts.) granted 1 kw daytime on 1300 kc. **Wellsboro, Pa.**—Farm & Home Bcstg. Co. (% John Fay, WFRM Coudersport, Pa.) granted 250 w daytime on 1570 kc.

KWIE Kennewick, Wash., granted change on 610 kc from 1 kw unlimited, directional night, to 5 kw fulltime, directionals day and night. WHIL Medford, Mass., granted switch on 1430 kc daytime from 500 w to 1 kw. WMLT Dublin, Ga., granted change from 250 w fulltime on 1340 kc to 1 kw daytime on 1330 kc.

KHJ Strike Settled

NORMAL operation of KHJ-AM-FM-TV Hollywood resumed Friday morning with settlement of week-long strike of IBEW Local 45, Broadcast-Tv Recording Engineers, against station [B•T, Nov. 22], both union and Don Lee Broadcasting System, station owner-operators, jointly announced.

NBC VETERANS

WATCHES and certificates signed by Sylvester L. Weaver Jr., president of NBC, will be presented to 33 network employes when they join NBC 25-Year Club Dec. 2 at party to be held at Hotel Roosevelt, New York. New members will be welcomed into club by Mr. Weaver and Robert W. Sarnoff, executive vice president of NBC.

Broadcast Bureau Favors WGBF Evansville Tv Grant

FCC BROADCAST BUREAU said Friday hearing examiner put too much weight on diversification issue in Evansville ch. 7 hearing when he recommended grant to non-broadcasters Evansville Television Inc. and proposed denial of WEOA Evansville (owned by WFBM Indianapolis-Bitner group) and WGBF Evansville.

Other considerations, which outweighed diversification issue, Broadcast Bureau said, were (l) local residence and community activities of stockholders, (2) records of performance of existing licensees. It also held that past performance of Evansville Television's Rex Schepp, former majority owner of KPHO-AM-TV Phoenix, Ariz., should have disqualified him.

Taking these into consideration, grant should have gone to WGBF, Bureau held.

Exceptions also filed by WEOA and WGBF, as well as by Evansville Television Inc.

Legality of Televised Bingo May Go to Illinois Courts

CONSTITUTIONALITY of televised version of bingo games may go to Illinois courts as result of state attorney general's ruling handed down in Springfield. Atty. Gen. Castle, in response to inquiry from State Atty. George P. Coutrakon of Sangamon County, ruled that Tv-Banko is lottery violating Illinois law. Mr. Coutrakon said he would take action to halt game in present form.

Inquiry centered around tv game aired on WICS (TV) Springfield and in other Illinois and Wisconsin markets. Property is owned by Stanley Levy and William Laven, and sponsored in Springfield by Eisner Food Chain. Banko also is on at least five other stations, including WTVO (TV) Rockford, Ill., where it bowed under Piggly-Wiggly chain sponsorship. WICS officials scheduled weekend meeting to discuss decision. Station aired game once and postponed second showing Wednesday after ruling.

UPCOMING

Nov. 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

For other Upcomings see page 121

PEOPLE

PATRICIA YOUNG, promotion department, WCAU Philadelphia, to WMGM New York, as sales promotion manager. **JERRY McCAULEY,** account executive and producer-director, WINS New York; **BOB BURKE,** formerly with Grey Adv. and Cunningham & Walsh, and **LESTER LOEB,** previously with Worth Assoc., to WMGM as account executives.

SYLVESTER L. WEAVER JR., NBC president, will discuss new formats in tv advertising before Advertising Club of San Francisco Wednesday.

BEN S. LATIN, vice president, Cecil & Presbrey, N. Y., to Grey Adv., N. Y., as account executive in agency's drug division.

LOUIS M. PARK, formerly executive assistant to vice president for sales, Admiral Corp., appointed coordinator of sales, advertising and management for tv-radio operations of Raytheon Mfg. Co. He will serve as executive assistant to D. O. Klein, assistant vice president and marketing manager.

PAUL G. O'FRIEL promoted to director of labor relations for broadcasting division of DuMont Television Network. Promotion represents expansion of scope of activities performed by Mr. O'Friel, who joined Allen B. DuMont Labs in September 1953 to handle all wage negotiations and problems affecting labor.

JACK COSTELLO, NBC senior announcer, to Havana as U. S. guest representative at Inter-American Announcers Congress Dec. 1-5.

Agency Appoints Three

NEEDHAM, LOUIS & BRORBY, Chicago, announces appointment of three to its staff. Raymond Pierobon, formerly with N. W. Ayer & Son, Chicago, joins as assistant account executive; Edmund W. J. Faison, Air Force research psychologist, joins research department, and Bruce McLean, formerly advertising manager, Yardley of London (Canada) Ltd., joins account staff of N L & B Canadian subsidiary in Toronto, where he will assist on agency's major acounts.

FCC Asks to Quiz Prisoners

REQUEST of FCC Broadcast Bureau to take depositions of two top Communists now in jail will be heard Tuesday in oral argument before Examiner Herbert Sharfman, presiding in license renewal hearing involving Edward Lamb's WICU (TV) Erie, Pa. Bureau wants to question Gus Hall Dec. 6 at Leavenworth (Kan.) penitentiary and Jacob Statchel Dec. 8 at Danbury (Conn.) prison, according to notice filed Friday, and promptly opposed same day by counsel for Mr. Lamb (early story page 82). Lamb brief noted indictments still are outstanding against pair and there is no assurance they won't plead Fifth Amendment.

Clean Bill for World Wide

VIRTUAL clean bill of health given Walter Lemmon's World Wide Broadcasting Co. by FCC Friday in opinion and order granting permits to extend operations of international broadcast stations WRUL-1 through 5 Scituate, Mass. Grants subject to final determination in proposed rules on international broadcasting. Lemmon stations were ordered to hearing in 1949 to inquire into program, sponsorship and technical matters, but Friday's order found some alleged derelictions of "inconsequential nature."

the week in brief

CBS-TV OFFERS TIE-UP TO SMALLER STATIONS
Plan would bring network schedule to lower-circulation tvs 31

RADIO, TV MAKE THEIR PITCH TO THE AAAA
Agency organization's eastern conference hears from the media 33

A B•T PICTURE STORY: BACKSTAGE WITH COLOR TV
NBC-TV shows the agencymen how 'Macbeth' looks in color 34

AN ELDER STATESMAN LOOKS AT ADVERTISING
JWT's James Webb Young answers advertising's critics 39

THE TV COMMERCIAL: EXCERPTS FROM AN ADMAN'S BOOK
Some pertinent do's and don'ts, with illustrations 42

A RADIO STATION PROMOTES WITH BEAUTY
WGH Newport News finds that beauty contests make money 46

WHAT THE ART DEPARTMENT DOES FOR A TV STATION
The program director at WBNS-TV details the subject 50

TENNESSEE ASSN. TOLD TO SEEK STATE LIBEL RELIEF
Comr. Bartley says legislation should protect broadcasters 74

AIRSPACE COMMITTEE ASKS 1,000-FT. LIMIT TO TOWERS
Restriction would upset tv allocation structure 80

RYAN NAMED EXECUTIVE V.P. FOR QUALITY RADIO GROUP
BAB president will head power stations sales organization 86

NBC RADIO TO BE EVOLUTIONIZED, NOT REVOLUTIONIZED
Sarnoff says network will be last to abandon present structure 96

departments

Advertisers & Agencies 33	For the Record 106	Networks 96
At Deadline 7	Government 80	On All Accounts 26
Awards 93	In Public Interest 95	Open Mike 18
Closed Circuit 5	In Review 14	Our Respects 22
Editorial 122	International 99	Personnel Relations .. 98
Education 101	Lead Story 31	Programs & Promotion 102
Feature Section 39	Manufacturing 100	Program Services 98
Film 68	Milestones 94	Stations 86
		Trade Associations ... 74

coming in b•t

THE BIGGEST CUSTOMERS OF RADIO-TV
Annual survey of leading agencies and their billings ..... Dec. 20 issue

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long
Vice President

H. H. Tash
Secretary

B. T. Taishoff
Treasurer

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
Edwin H. James
SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR
Fred Fitzgerald
SPECIAL PROJECTS EDITOR
David Glickman
ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher
ASSISTANT NEWS EDITOR: Don West
ASSISTANT EDITOR: Harold Hopkins
STAFF WRITERS: Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence.
EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Ell Fritz, Joan Sheehan, Audrey Cappella. SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS
VICE PRESIDENT & GENERAL MANAGER
Maury Long
SALES MANAGER
Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Wilson D. McCarthy
Eleanor Schadi, M. Gwen Moore.
AUDITOR-OFFICE MANAGER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.
ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE
MANAGER
John P. Cosgrove
Robert Deacon, Frank N. Gentile, Joel H. Johnston, Sharleen Kelly, Jean McConnell, William Phillips.

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Patricia Kielty
Rocco Famighetti, Selma Gersten, Sally Creley.

Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
Dorothy Munster

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton
Barbara Kolar

HOLLYWOOD
Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181
WESTERN NEWS EDITOR: Leo Kovner
TV FILM EDITOR: Marjorie Ann Thomas
WESTERN SALES MANAGER: Wallace H. Engelhardt

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: **$7.00.** Annual subscription including BROADCASTING Yearbook (53d issue): **$9.00,** or TELECASTING Yearbook (54th issue): **$9.00.** Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00.** Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1954 by Broadcasting Publications Inc.

BIG POWER BOOST COMING!

A Booster for our Rooster!

New 316 kilowattage coming up!

Also coming up soon . . . new big brochure with latest coverage map to show what you get in the big 316 kw Channel 10 package! New England's most powerful line-up of live local shows will really dominate the market with stepped up power!

Don't miss your copy of our power boost brochure!

WJAR-TV CHANNEL 10

PROVIDENCE, RHODE ISLAND

National Sales Representatives—WEED TELEVISION

NBC—Basic
ABC DuMont—Supplementary

A NEW TV SHOW TH

LO

A thrilling, new, half-hour musical film series. ast, an
featuring America's great all-time singing favorit *comm*
EDDY ARNOLD... supported by a clever, talente nowing

"EDDY ARN

Musical Notes on EDDY ARNOLD

Perhaps no one singer has done more to bridge the gap between Country and Popular music than Eddy Arnold. Since his first Victor release was issued in 1945, not one of his single records has sold less than 250,000 copies, and all together they have reached the stunning total of over 30 million! His radio programs are heard daily over more than 1,000 stations in the United States and Canada, and he has starred in his own TV series on both CBS and NBC.

Eddy Arnold's trademark is a warmth and neighborly homespun quality that ingratiates him with every type of an audience. For this reason, whether he is performing at a Smoky Mountain hoedown or in a sophisticated Las Vegas supper club, Eddy has received enthusiastic acclaim. His new TV film series will be awaited by an eager, receptive public numbering in the millions.

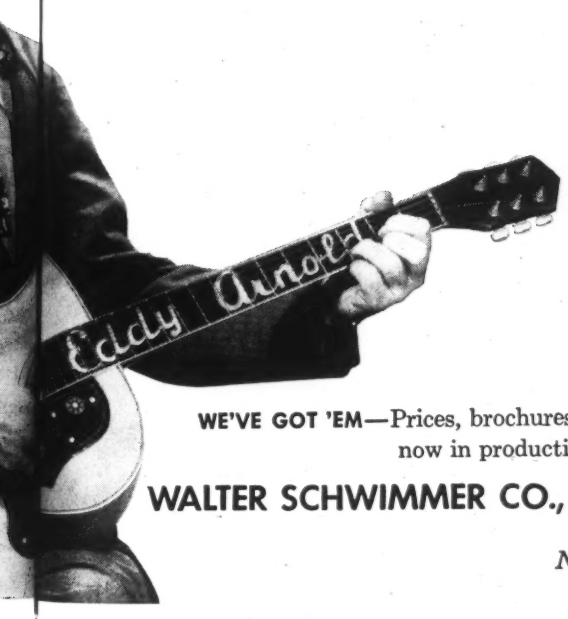
THE PEOPLE WILL

VE

ies . ast, and given smart, expert production. This show
vorit *commercial!* It's as close as you can come to
lent nowing you have a sure-fire TV success in advance.

OLD TIME"

Produced and Directed by Ben Park; Executive Producer—Joseph Csida



"Regulars" in the Eddy Arnold Gang:

BETTY JOHNSON. Terrific new singing discovery. This show should be her stepping stone to stardom.

HANK GARLAND and ROY WIGGINS, a sensational guitar team that heads up the musical department.

THE GORDONAIRES, an exceptional quartet who have been featured on NBC's Grand Ole Opry.

WE'VE GOT 'EM—Prices, brochures, audition prints, order blanks! 26 half hours now in production, ready for a January first release. Let's hear from you!

WALTER SCHWIMMER CO., 75 East Wacker Drive, Chicago 1, Ill. • FRanklin 2-4392

New York Office: Ted Beil, 16 E. 41st St. • LExington 2-1791

OVER
454,000
COOK BOOKS
SOLD IN
FOOD STORES

When nearly half a million—over 454,000—cook books were sold—which was double the original estimate for the Rochester area—the promoters were astonished.

When WHAM Radio exclusively did this job better than any medium previously used, everybody sat up and took notice—in the food industry . . . in the publishing business . . . and in radio.

It was WHAM's persuasive personalities who sent customers into the stores to buy the famous 24-volume "Encyclopedia of Cooking."

In cook book parlance, the best recipe for getting your share of the 22-county market that spent an estimated $415,855,000 for food in 1953* is WHAM radio.

Want more proof? Ask us or the Hollingbery man to give you the details of this stupendous radio success story.

*Sales Management Survey of Buying Power, 1954

50,000 watts • clear channel • 1180 KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.
SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

RAY MILLAND SHOW

MUCH of the slapstick that characterized Ray Milland's first year on CBS-TV has been eliminated this season. The actor seems much more at home in a new format which finds him still in the teaching game, but at a co-ed institution instead of a girls' school. This, in itself, gives the dramatics professor more scope. The sophistication and polish now accorded the series is largely the work of Harry Tugend, the new producer, who demonstrates a good understanding of Mr. Milland's particular brand of comedy by making the most of it.

The only other holdover from the former series is Phyllis Avery, as pert and pretty a tv wife as has ever graced the screens. Now known as Professor and Mrs. McNulty, instead of the precocious "McNutley" tag, the pair becomes involved in fairly easy-to-believe situations that are resolved with wit, charm and, surprisingly enough, sympathy.

The programs, so far, have ranged from the opening effort which dealt with a wealthy widow who was persuaded to stop living in the past, to the professor's "at home" discussions which his students carried to the point of invading his planned wedding anniversary celebration. On the Nov. 18 telecast, Professor McNulty surprised a young student, portrayed very effectively by Virginia Gibson, soliloquizing in the empty school auditorium. In trying to find out why this obvious talent doesn't want to have anything to do with the theatre, he ran into her famous actress-mother, enacted by Frieda Inescourt, and her embittered father, Gavin Gordon. He got the family back on the right track by convincing the mother to give up her career in favor of developing her daughter as an actress.

Handling the General Electric commercials is Kathi Norris. Pleasant to look at, she delivers her spots in a flat, nasal voice with many of the words less than recognizable. This might be due, in part, to the scientific jargon Miss Norris is being forced to sling around on behalf of GE's Small Appliances and Electronics Divisions. It's not enough anymore to say "our toasters and washing machines are the best on the market because they toast bread toastier and wash clothes whiter or bluer"—ex-actresses are being forced to deliver detailed engineering explanations which either impress or confuse the average housewife.

Production costs: Approximately $30,000 per program.
Sponsor: General Electric, Electronics and Small Appliances Divisions, through Maxon and Young & Rubicam, respectively.
Produced on film by Revue Productions; telecast on CBS-TV, Thurs., 8-8:30 p.m.
Cast: Ray Milland, Phyllis Avery (permanent); Virginia Gibson, Frieda Inescourt, Gavin Gordon (Nov. 18).
Producer: Harry Tugend; director: Jules Bricken.
Writer: Rick Vollaerts (Nov. 18).

THE LINE-UP

ANY RADIO or tv series which purports to deal with the activities of a police department must, of necessity, be measured against the giant of the genre, NBC-AM-TV's *Dragnet*. CBS-TV's entry, *The Line-up*, a video adaption of the network's former radio show, stacks up very well indeed.

If this reviewer were compelled to make a choice, he would be forced to express an opinion that *The Line-up* is a sounder series. From the stark economy of story-telling which gave the earlier *Dragnet* its intense impact, this program has developed a set of annoying mannerisms and a diffused tale-relating technique. In many of the current series, a story which could easily be depicted in a few minutes is stretched to a half-hour, with the introduction of tangental incidents and characters, so beloved by Mr. Webb, to pad out the material.

Perhaps because it is entering a new set of police files, those of the San Francisco police department, *The Line-up* so far has avoided this pitfall. The CBS-TV entry uses the half-hour time period (less commercial time) to tell a full half-hour story.

Its principal characters, Lt. Ben Guthrie (portrayed by Warner Anderson) and Inspector Matt Greb (Tom Tully), are well-rounded personalities, depicted as competent policemen doing a quietly professional job. However, they do not allow their interpretation of a pair of hard-working, conscientious and comparatively hard-boiled cops to sink to a monotonous level of voice and action. Good writing has created a set of believable characters and a number of interesting situations in *The Line-up*, with a high content of plausibility.

Much of San Francisco's flavor, developed through scenes taken in that city, comes through in the well-photographed and edited clips.

One sour note intrudes on *The Line-up*. Brown & Williamson Tobacco Corp. (Viceroy cigarettes) and its agency are obviously convinced of the value of the "hard sell." Perhaps the responsible executives should refer themselves back to their college economics, especially that part of the course dealing with the theory of diminishing returns.

Production Cost: approximately $25,000 a segment.
Sponsor: Brown & Williamson Tobacco Corp., through Ted Bates & Co.
Network: CBS-TV, Fri., 10-10:30 p.m., EST.
Executive Producer, Cecil Barker; producer, Jaime del Valle; directors, Thomas Carr, Earl Bellamy, Felix Feist, Hollingsworth Morse, Harold Schuster.
Announcer, Art Gilmore; music conductor, Eddie Dunstedter; film editor, Philip Cahn, A.C.E.
Writers, E. Jack Neuman (story editor), Sidney Marshall, Joseph Petracca, Leonard Lee, Blake Edwards, John Vlahos, Gil Doud, DeVallon Scott.
Stars: Warner Anderson, Tom Tully.

★ ★ ★

BOOKS

PICTURE BOOK OF TV TROUBLES (Vol. 1—Horizontal AFC-Oscillator Circuits), by John F. Rider Laboratories Staff. John F. Rider Publisher Inc., New York. 80 pp. $1.35.

OBTAINING AND INTERPRETING TEST SCOPE TRACES, by John F. Rider. John F. Rider Publisher Inc., New York. 192 pp. $2.40.

HOW TO USE TEST PROBES, by Alfred A. Ghirardi and Robert G. Middleton. John F. Rider Publisher Inc., New York. 176 pp. $2.90.

THESE three new paper-bound Rider publications are aimed primarily at the tv service man, although they would be useful to the student of electronics as well. The first volume, the picture book, is the initial number of a planned series reporting the results of troubleshooting a large number of tv sets in the Rider Labs. The second details the use of the cathode-ray oscilloscope in the maintenance and production of electronic equipment. The third describes the various types of test probes and their use in tv receiver servicing. All three volumes are extensively illustrated with diagrams, charts and photographs.

A BILLION DOLLAR MARKET!

KCKT-TV, with a market covering 52% of the retail sales in Kansas, has an affiliation with NBC, America's number one television network. This exclusive coverage exerts tremendous influence on the spending habits of this buying audience.

HOWARD MORGAN, Weathercaster and Art Director: Copyrighted characters, "Thermo" and "Doodles," help Howard captivate the entire family with his weather reporting. ¼ MILLION PEOPLE can also enjoy the "Thermo Family" on a five times a week show aimed at the small fry.

BOB CAWLEY, Sports Director: Winner of a tv sportscasting award from the Governor of Oklahoma. Versatile "on camera" personality was featured as singer-pianist with the Kate Smith Hour, NBC-TV. He is reaching 45% of the population of Kansas.

GIL CANFIELD, News Director and Film Buyer, joins the KCKT-TV staff following seven years as Ohio's senior newscaster with WEWS-TV. His factual reporting, with broad local coverage, reaches 47% of the families in Kansas.

COMPLETE DOMINATION

- the wheat and cattle center of the nation
- the oil capital of Kansas

CHANNEL 2

kckt-TV

CENTRAL KANSAS TELEVISION COMPANY, INC.

GREAT BEND, KANSAS

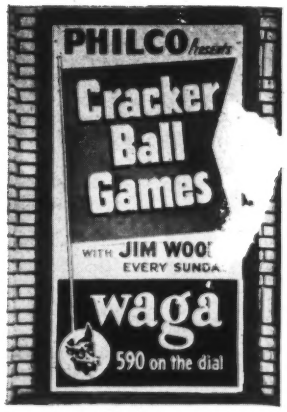
NAT'L REP.: THE BOLLING CO. INC.

LES WARE: GENERAL MANAGER

STORER LEADS IN MERCHANDISING TOO!

Based on years of successful experience, advertisers have come to expect top coverage, top ratings and top returns in all of the markets which are served by Storer radio and television stations.

Remember that Storer produces still more dollars for you through intense, aggressive merchandising support.



THREE SHEET POSTERS

COUNTER DISPLAYS

TRADE BULLETINS

POINT OF PURCHASE DISPLAYS

CONSUMER SURVEYS

POSTERS

WINDOW DISPLAYS

STOCK CHECKING

ADDITIONAL MERCHANDISING SERVICES INCLUDE THE FOLLOWING: *

Personal calls on retailers, wholesalers, etc.
Truck signs
Distribution checkups
Product exploitation
Publicity
Mailings to retailers, jobbers, brokers, wholesalers etc.
Newspaper advertisements
On-the-air promotions
Sales meetings for dealers, jobbers, distributor salesmen
Car cards
Client follow-up reports
Promotion consultation service
Window streamers
House organs
Sales bulletins
Illuminated billboards
Ads in drug and grocery publications
Personal appearances by station personalities
Easel displays
Use of products on give-away shows
Booths at fairs
Sampling
Airplane towing

* For further details contact your nearest Storer office

STORER BROADCASTING COMPANY · 21 YEARS

STORER BROADCASTING COMPANY

WSPD • WSPD-TV Toledo, Ohio	**KPTV** Portland, Ore.	**WJBK • WJBK-TV** Detroit, Michigan	**WAGA • WAGA-TV** Atlanta, Ga.
WXEL-TV Cleveland, Ohio	**WBRC • WBRC-TV** Birmingham, Ala.	**WWVA** Wheeling, W. Va.	**WGBS** Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

what's cooking in Coffeyville?

THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.
OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)
ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND ARKANSAS WITH A POPULATION OF 2,750,000.

KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

Tape Instead of Lines

EDITOR:

With the profit shrinking on network radio revenue, wouldn't it be practical to eliminate the terrific expense of the telephone lines by distributing the regular programs on tape to affiliates, except for the newscasts or timely public service programs?

Much of tv programming is by kine, so why not tape for radio, thus permitting increased net revenue for the networks and affiliates?

A. J. Mosby, President
KGVO Missoula, Mont.

Family Reunion, Tv Style

EDITOR:

The enclosed picture shows Cpl. Raymond Gray of St. Louis, a patient at Fitzsimmons Army Hospital, looking at his wife and baby whose picture is being broadcast over KFEL-TV's *What's New* program.

The story is this: Cpl. Gray contracted TB while a POW in Korea. When the story broke that his wife was expecting a baby and his

chief concern was that he would not be permitted to see the child because of his condition, we offered to use pictures of mother and child daily on the *What's New* show, building up to the "live" appearance of baby and mother as soon as they are released from the hospital. We sent one of our newsmen out to take film which we have used, with various stills. . . .

Gene O'Fallon Jr., Prom. Dir.
KFEL-TV Denver

WHB's Round-the-Clock Operation

EDITOR:

On page 107 of the Nov. 15 issue of B•T, you printed an article concerning the recent inauguration of 24-hour programming in Kansas City. WHB also began programming 24 hours a day *(seven days a week)* on Nov. 8; therefore your article was in error when you stated that KCMO is Kansas City's "only and first" 24-hour-a-day radio station. . . .

Jack Sampson, Acct. Executive
WHB Kansas City

NBC's Experts

EDITOR:

One of the best features of BROADCASTING • TELECASTING is the very considerable detail in which you report major events of significance in our industry. I applaud you for this and at the same time realize the hazard it puts on the reporter of getting everything just right.

I am writing therefore not in a critical way but simply to set the record straight in respect of one point in your story of Oct. 25, entitled "Tv Wants No Censor, Feels Calibre of Shows Improving." In this story, it is stated:

"Mr. Heffernan admitted . . . that NBC has no research department which contains experts in child psychology and education and which might screen children's programs,"

I recall no such admission, and since returning here have checked the record to see whether I made it. The record bears out that I did not make such an admission.

The facts are that NBC has several experts in child pyschology and education. These include Dr. Judith Waller, Dr. Frances Horwich, Dr. Thomas Coffin and Mr. Stockton Helffrich.

Joseph V. Heffernan
Financial Vice Pres.
NBC, New York

The South

EDITOR:

May I offer my congratulations on your excellent article, "The South," in the Nov. 15 issue of B•T. As you know, NPA has a committee of the South which has been studying various aspects of the economy of the region. Through working with the committee I have become interested in learning more about the economic growth of the area. . . . I think you've done a fine job of presenting it in concise, readable form.

Howard P. Hudson
Dir. of Promotion
National Planning Assn.
Washington, D. C.

EDITOR:

Enthusiastic congratulations on your story "The South" . . . You handled a lot of statistics and economic facts, which can usually make a story pretty dry, in such an interesting manner that I was sorry to see the piece so short. I don't think that interest was due to my connection with the story, as others who saw it found it equally most interesting . . .

Wailes Thomas
Economist
Southern Bell Tel. & Tel. Co.
Atlanta, Ga.

EDITOR:

I just want to congratulate you on the excellent piece on the South. It was so good I even took it home for my wife to read.

Bill Walker
NARTB
Washington, D. C.

EDITOR:

. . . Needless to say, I think you used a lot of foresight in recognizing through your publication that this great area is destined to become a section of the country to be reckoned with. . .

Glenn Marshall Jr., President
WMBR-AM-FM-TV
Jacksonville, Fla.

Radio Is Booming in Oskaloosa

EDITOR:

You may be interested to know that KBOE Radio is booming in little old Oskaloosa, Iowa, population 12,000.

On the air since 1950 with a commercial schedule that has always been loaded, gross sales are up 26% for the first ten months of this year over 1953. And we're heading into what we hope will be a record breaker of a Christmas season (radiowise) . . .

Ken Kilmer, Gen. Mgr.
KBOE Oskaloosa, Iowa.

Your new G-E transmitter fulfills signal requirements for color and for black and white. Here you see it factory-tested before delivery.

A G-E HIGH-POWER TRANSMITTER BUILDS PROFIT NOW...
SUPPORTS A STRONG COLOR POSITION TOMORROW

PYRAMID PLAN FOR COLOR TV

BE it today's bread and butter monochrome telecasts or tomorrow's color programming... transmitter performance is the advertisers' yardstick. Your station goes on their schedules only when it delivers strong signals... complete market coverage. *See what a G-E high-power amplifier will do to attract new sponsors today*... establish your high-power position now — in advance of the color boom.

Remember, with a G-E transmitter your entry into color is protected. Superior signal strength gives you a big edge over both black and white and color competition. So, take advantage of this opportunity now... put the G-E *Pyramid Plan* on your equipment timetable.

Our local field sales representative has an equipment expansion program tailored to your market. Call him and see the action-packed *Pyramid Plan.*

General Electric Co., Section X2114-29. Electronics Park, Syracuse, N. Y.
In Canada, write: C.G.E. Electronics, 830 Lansdowne Ave., Toronto

Progress Is Our Most Important Product

GENERAL ELECTRIC

TODA
mark -
own ri
most fl
ing thr

Whe
back o
combin
believe
combin
compet

Wit
need, d

TOD
made t
show a
housew

HOM
made
inform
audien
becaus
homes.

TON
comedy

YOU PUT THEM TOGETHER

...*T-H-T makes the sales!*

TODAY, HOME and TONIGHT have long since made their mark — each is a great NBC-TV network program in its own right. Now they have been combined into T-H-T, the most flexible participation plan in network television, offering three star salesmen and reaching three separate markets.

Whether you figure it by electronic calculator or on the back of an envelope, T-H-T offers an enormous number of combinations weekly. (The calculator said 32,767, but who believes calculators any more?) And *you* select the right combination for *your* product . . . *your* customers . . . *your* competitive picture . . . *your* seasonal promotions.

With T-H-T you can buy as many participations as you need, distributed as you choose among these three programs:

TODAY The selling techniques of DAVE GARROWAY have made this pioneer early-morning news and special features show an outstanding success. Reaches the whole family — housewives, children, working men and women.

HOME Charming ARLENE FRANCIS in less than a year has made HOME TV's major source of homemaking advice and information. HOME is watched by a predominantly feminine audience — women who take time out of their busy days because they are vitally interested in improving their own homes.

TONIGHT Easy, breezy STEVE ALLEN and his guests bring comedy, music and surprises to a new live, lively late-evening show. On TONIGHT you reach the biggest adult male audience available at Class "C" rates . . . and you make the last impression that *lasts.*

TV competition is tough. The big rewards go to the advertisers who buy television that most closely fits their advertising needs. T-H-T is designed to do exactly that with Dave Garroway, Arlene Francis and Steve Allen working for you on the air and at point-of-sale. And dealer acceptance is amazing!

Holiday note. T-H-T *can put your products on display for the gift season with as little as 72 hours notice!*

You will be glad to learn that combination buys of TODAY, HOME and TONIGHT entitle you to discounts up to 20%. Smart sponsors such as Dow Chemical, Northam Warren, Bissell Carpet Sweeper Co., United States Tobacco Co., and Broil-Quik, Inc. are already taking advantage of T-H-T's flexibility. Ask your NBC-TV representative about the profitable arrangements *you* can make.

NBC TELEVISION
a service of RCA

Milwaukee's "Old Nite Owl" JOE DORSEY

Monday Through Saturday
10:00 P.M. — 2:30 A.M.

WIRE REQUEST

RADIO STATION WEMP
MILWAUKEE, WISCONSIN
RE JOE DORSEY'S "WIRE REQUEST" SHOW, HIS FANS INCLUDE SECOND SHIFT INDUSTRIAL WORKERS, AS WELL AS TEEN AGERS. WE ENJOY WIRING IN FAVORITES FOR THE "OLD NITE OWL" TO PLAY. THANKS FOR CATERING TO LISTENERS' MUSICAL TASTES PAST SEVEN YEARS ON MILWAUKEE'S ONLY TELEGRAM REQUEST PROGRAM. WE'LL BE LISTENING.
REGARDS
MILWAUKEE LISTENERS

Outstanding national advertisers on Joe Dorsey's "Wire Request" program also know that he has a broad listening audience.

Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.* Call Headley-Reed!

*Based on latest available Pulse ratings and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

our respects

to OLIVER ERNEST TREYZ

IN HIS new job as president of Television Bureau of Advertising (TvB), Oliver Ernest Treyz takes with him a long-held conviction that television can be the number one selling medium in the nation by topping all media in the advertising dollar volume devoted to it.

In a nutshell and paraphrased from his own words, this is the philosophy that Oliver Ernest Treyz takes with him in his new job as president of Television Bureau of Advertising.

Mr. Treyz (pronounced "trays") starts his job actively this Wednesday when TvB officially opens for business in New York as television's sales promotion organization.

His closest associates and long-time friends believe Mr. Treyz the best equipped for the job. Apparently the organizers of TvB thought so too, for they selected the 36-year-old executive after screening the names of 40 contenders.

Mr. Treyz, as a personality, apparently banks on a number of attributes which he can adapt to a given situation. First, he has an infectious grin which explains how he can get along with people. Second, he has command of the English language, which enables him to get his ideas across, in lucid fashion. Third, he has extensive sales experience in the broadcast media and has facts and figures to back up his ideas. Fourth, and most important, he is human.

Mr. Treyz envisions TvB as a "low-pressure" organization which will avoid bulky, mimeographed reports and statements which expound on the attractiveness of the tv medium. In Mr. Treyz' mind, TvB has a job to do—convincing more advertisers, particularly the non-tv users and "limited" tv users—to buy tv.

Television, he explains, is getting scarcely 5% of what he estimates to be the local advertisers' $2 billion spent annually. Of total advertising expenditures in the U. S., tv, he estimates, is getting only about ten cents, or less, of every dollar spent. TvB, he says, must (1) document for the advertiser, with statistical surveys, clear-cut answers to advertiser questions of whether tv will slow down as a dynamic advertising medium, and (2) foster "strategic selling" by doing thorough and objective research which will show the basic characteristics of a market and its relation to the tv medium.

"We will go after print on all levels. We will encourage new money to enter tv advertising." He points to advertisers of sudless detergents, life insurance and certain food products who do very little tv, confining their activities to newspapers and magazines. As for color tv—TvB will make special studies in the field. For a starter, Mr. Treyz points out that non-tv users are heavy users of newspaper color lineage who pay a premium for big units of space.

Mr. Treyz is of medium build and average height. He keeps his hair cropped short. He talks rapidly but coherently and is quick to project himself into another's thinking. He's a listener and a doer.

Associates of his in early radio days remember "Ollie" as a "bright-eyed and wide-eyed youngster who always asked questions." He's director of ABC Radio, a position he has filled exactly one year and gives up this Wednesday.

As the statistical man with the facts and figures, Mr. Treyz teamed with the salesmanship of ABC President Robert Kintner in the sale of a one-hour, prestige building show on ABC-TV by U. S. Steel and a $2 million contract to Philip Morris for ABC Radio.

Born April 23, 1918, in the western Catskill Mts., in upstate New York, in a little (80-100 people) town called Willowemoc, near Roscoe (pop. 1,100), Mr. Treyz was brought up in surroundings where long winters meant long underwear.

In 1930 the family moved to Camden, N. Y., where young "Ollie" graduated from high school in 1935 and Hamilton College in 1939.

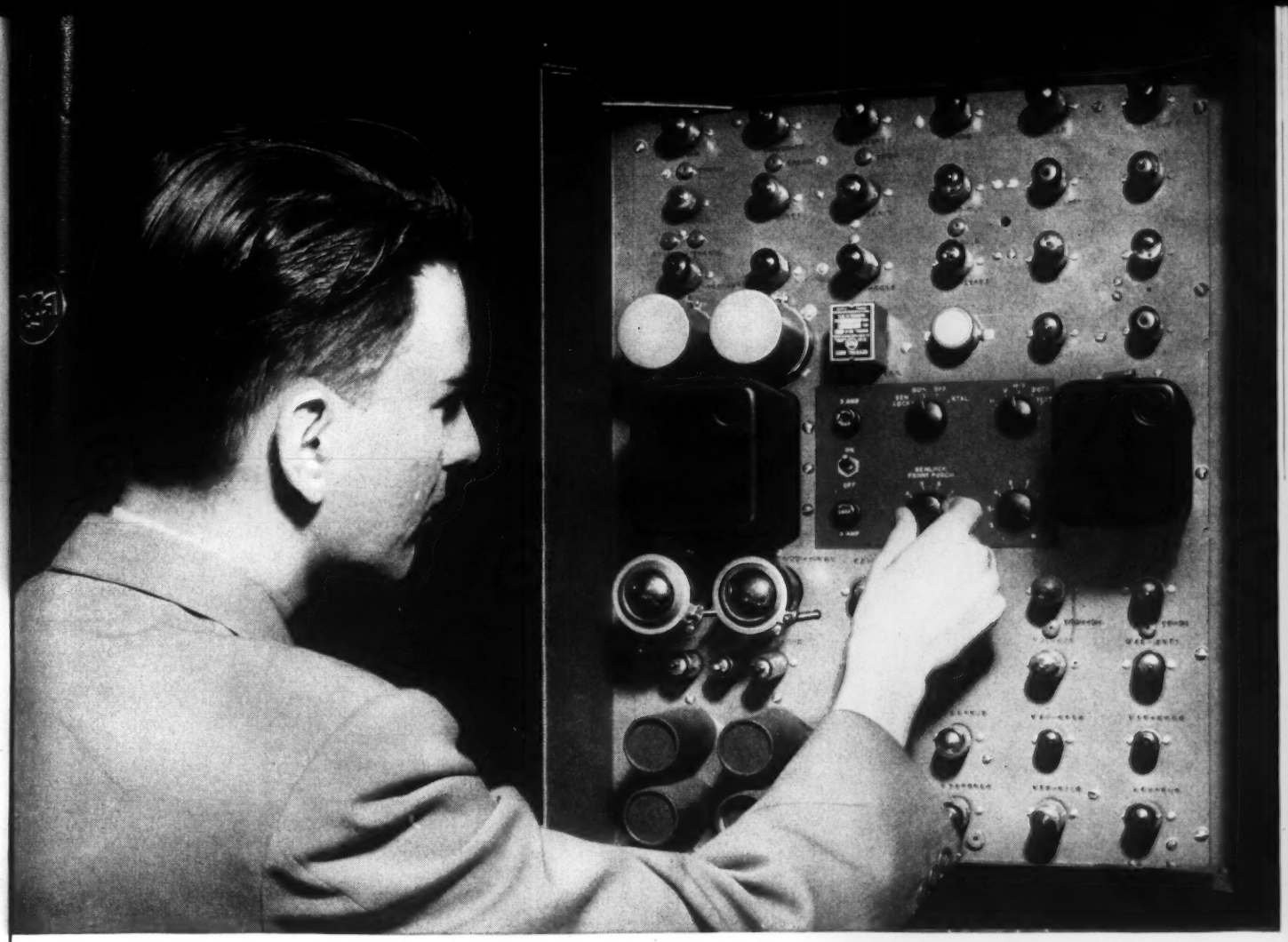
Radio entered his life right after college. He announced, covered special events and news, did some selling, emceed quiz shows at WNBF Binghamton, N. Y., then a 250-watter.

In the summer of 1941, he joined BBDO working with program development of such accounts as *Armstrong Theatre of Today*, *Hour of Charm* and *Cavalcade of America*. In the spring of 1942, he entered the Army Air Corps, and was discharged in the summer of 1946, a statistical control officer with the Personnel Distribution Command. In October 1946, he married Janet Campbell of Spokane, whom he met V-J Day while skiing on Mt. Spokane.

Out of the army, he joined Sullivan, Stauffer, Colwell & Bayles as a researcher. He became manager of the research department, working up sales presentations on "worth of customer," "all media strategy" and "copy testing." Accounts, he recalls, included Whitehall Pharmacal, American Tobacco Co. (Pall Mall), Lever Bros. (Lifebuoy soap) and Noxema Chemical Co. (Noxema).

In July 1948, he went to ABC as a presentations writer; two years later he was director of presentations; early in 1951 he was made director of research and development, and Nov. 1 of last year, he was named director of ABC Radio.

An avid reader of mystery stories—"I devour them," Mr. Treyz also likes to fish. He's spent hours at this recreation in the Panhandle of Idaho. Both he and his wife still ski occasionally. They make their home in fashionable Scarsdale, N. Y., with their sons Donald, 6, and James, 3.



New RCA single-unit Sync Generator takes less than one-third the rack space needed by other sync systems

Smallest, finest Studio Sync Generator ever built!

RCA *Type TG-2A*

COMPLETELY NEW THROUGHOUT—and incorporating a revolutionary new multivibrator circuit—Type TG-2A is, we believe, the *ultimate in synchronizing generators.* It combines all synchronizing functions into a single chassis (includes a Genlock, a Dot Generator, a grating generator, and a regulated power supply). It takes only 21 inches of rack space (one-third that required by other sync generators)—is so compact you can easily install two of these units (one a stand-by) and an RCA changeover Switch MI-26289 in a single rack. It uses fewer tubes than other sync generators (38 miniatures, 2 rectifiers). And, of course, the TG-2A can be operated in conjunction with a Color Frequency Standard.

RCA Type TG-2A's are now available for all TV stations—VHF and UHF. For technical details and delivery information, talk to your RCA Broadcast Sales Representative.

Only RCA's TG-2A has these features

- In a SINGLE standard chassis it includes:
  —a synchronizing generator, Genlock, dot generator, grating generator, regulated power supply
- Entire unit takes only 21 inches of rack space
- Only 4 operating controls
- Adjustable pulse output voltages
- Pulse outputs have sending end-terminations
- Adjustable "front porch" width
- Operates with Color Frequency Standard
- Can be remotely-switched to Genlock operation
- Provides Dot Convergence Pattern
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)
- Test jacks for circuit checking
- Pulse widths and delays STABILIZED against tube aging
- Choice of 5 ways to control basic frequencies
- Characteristics more than meet FCC and RETMA standards

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

The towns where dreams co

IT WAS A BIG DAY in Flint, Michigan.

For, off a Flint assembly line, in all its bright beauty of modern line and contour, rolled the fifty millionth car built by General Motors in the U. S. A.

No wonder Flint closed all schools, November 23rd. And crowds lined the street to cheer a huge parade honoring the big event.

After all — this is an achievement without parallel in history.

It's something the people of Flint can understand. They saw it happen. They helped it happen. So it's something that they can celebrate with pride.

BUT this is something that also calls for celebration in all manner of other towns and cities, spread across the landscape from coast to coast.

Not just in GM plant cities—although in all of them there was open house for the families and friends and townsmen of our 475,000 employes.

This could well be called an occasion for open house to all America. For an automobile is made up of more than 17,000 separate pieces and parts, and the making of one obscure little part, such as a bushing or gasket or fastener, can become the basis for a thriving local business.

SO—throughout the length and breadth of the land—are thousands of independent manufacturers who have shared in making this celebration possible.

Some are large—like the ones which ship us vast tonnages of steel and glass every day. Some are small—like the Kentucky sawmill (only 15 employes) producing shipping pallets, or the Indiana chemical company (6 employes) which makes a sweeping compound used in a GM plant.

And in countless communities across the country there are flourishing businesses which, in the truest sense, "built" the town, in the process of building something for General Motors.

Take an Ohio village of 600 population, for instance. 20 local citizens put up $250 each to build a factory for a "home-town boy." He got his first GM contract, then another and another. In seven years, his volume of business climbed from $22,000 to over half a million and the payroll now totals $200,000 a year. Meanwhile, the village has benefited by population growth, plus a new waterworks and fire department.

In another Midwest village, a supplier of molded rubber parts for GM cars has grown from 70 to 600 employes, with a current payroll of $2,600,000.

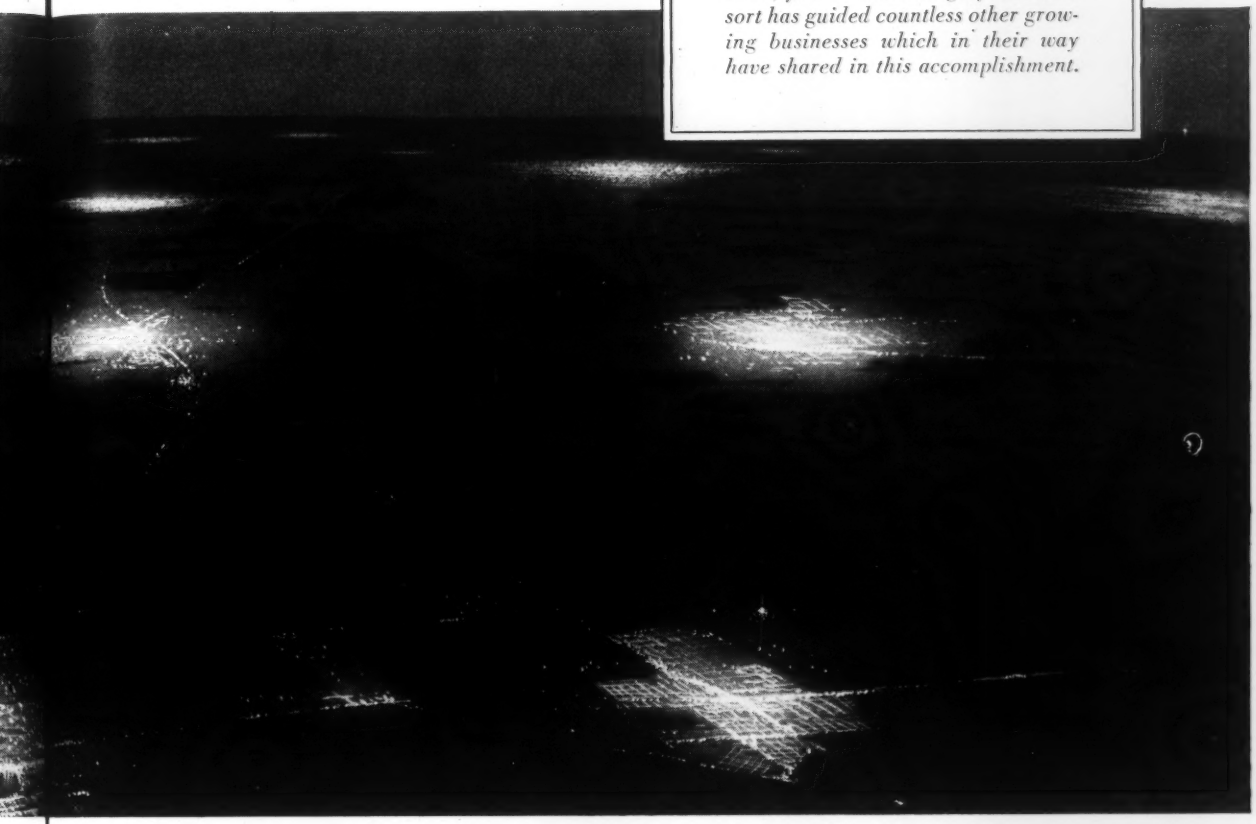
In another town, two men cleaned out a barn, installed war surplus machines bought with borrowed money, and started making "fasteners" for General Motors. At last report, their volume of business had climbed to more than $3,000,000 a year, with GM their principal customer.

And so it goes — from an electrical manufacturer in California, to a textile mill in Georgia, or a tack factory in New Hampshire.

Fact is, the roll call of those who shared in the building of our first 50 million cars and trucks includes more than 21,000 businesses, engaged in supplying materials

...come true

Call it a dream, call it vision, call it the knack of seeing farther than other men can see—but something of the sort has guided the course of General Motors since its founding in 1908, just as something of the same sort has guided countless other growing businesses which in their way have shared in this accomplishment.



and parts to 121 GM plants throughout the country. And beyond these 21,000 direct suppliers are countless thousands of other businesses which are in turn suppliers to them.

But we still haven't taken account of the raw materials, such as asbestos from Arizona, bauxite from Arkansas, beeswax from Wisconsin, copper from Montana, flaxseed from Minnesota, manganese from Tennessee, sulphur from Louisiana, tin from South Dakota, tung oil from Florida, tungsten from Nevada, wheat straw from Nebraska—something, in truth, from every state in the union.

Nor have we mentioned the 18,000 local businessmen, our GM car and truck dealers, and their 200,000 employes, who sell and service the vehicles GM factories have produced.

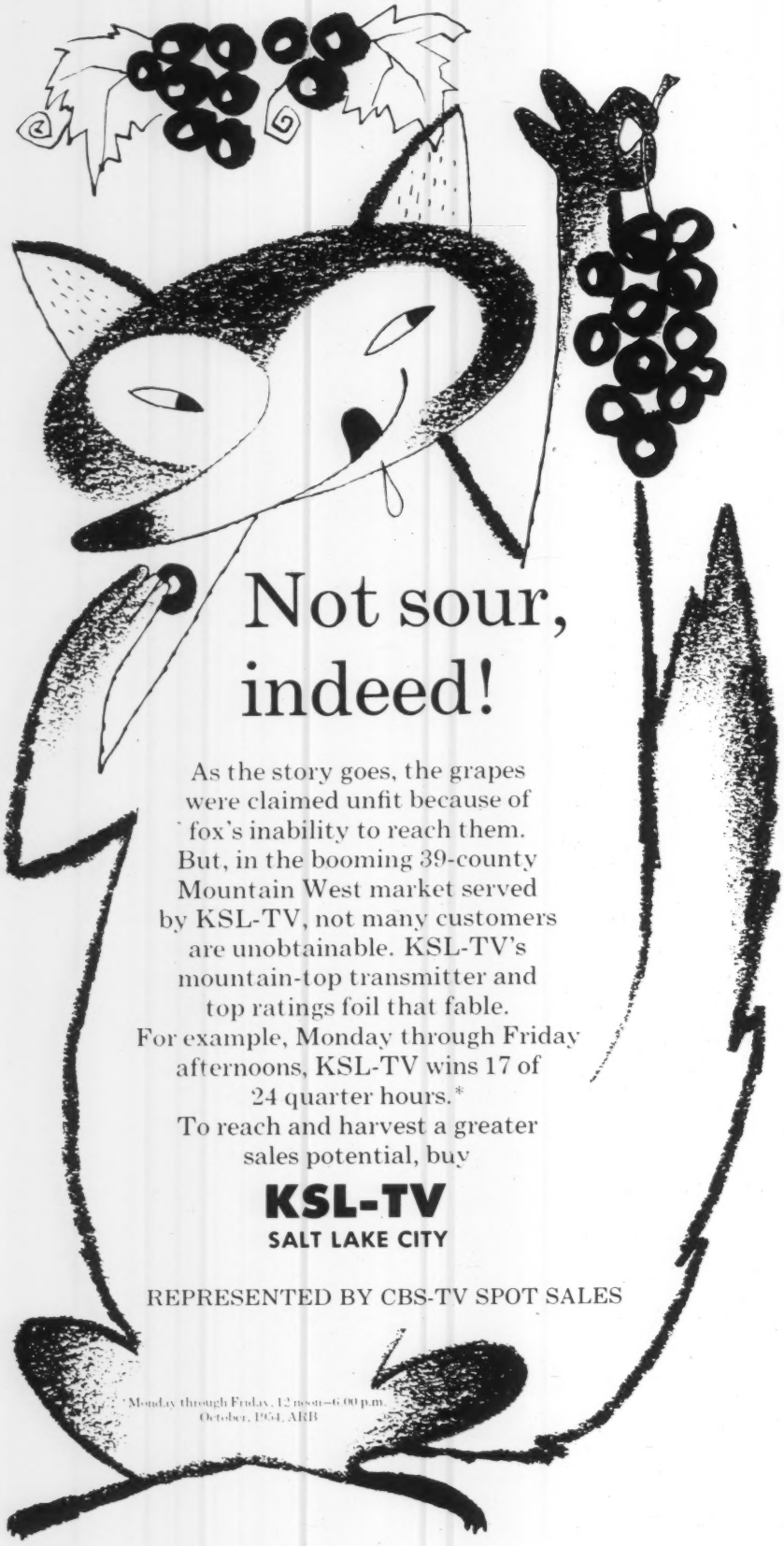
So it was a big day in Flint—and a big day in every town where men with practical dreams, and the courage it takes to make dreams come true—continue to make this a better land to live in.

Our thanks go out to them, and to the spirit they represent, for making this big day possible.

GENERAL MOTORS

GENERAL MOTORS BUILDS ITS FIRST 50 MILLION CARS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
All with Body by Fisher • GMC TRUCK & COACH



Not sour, indeed!

As the story goes, the grapes were claimed unfit because of fox's inability to reach them. But, in the booming 39-county Mountain West market served by KSL-TV, not many customers are unobtainable. KSL-TV's mountain-top transmitter and top ratings foil that fable. For example, Monday through Friday afternoons, KSL-TV wins 17 of 24 quarter hours.* To reach and harvest a greater sales potential, buy

KSL-TV
SALT LAKE CITY

REPRESENTED BY CBS-TV SPOT SALES

*Monday through Friday, 12 noon–6:00 p.m.
October, 1954, ARB

JACK BARD

on all accounts

WITH an agency that promises to hit the $10 million mark in broadcast billings this year, Jack Bard emerges as a key figure who once worked on the selling side—at the network level.

Today, he is operating at the other end of the advertising pole, in his capacity as director of media for Weiss & Geller Inc., Chicago. He also is a member of that exclusive family which services the substantial Toni Co. budget.

Mr. Bard is in an advantageous position to talk Toni and other W & G accounts, because he formerly was supervisor of radio sales planning and development for NBC and sales promotion chief for the DuMont Network.

At Weiss & Geller, Mr. Bard works on radio-video and other plans involving five products for Toni Co. (with estimated $5 million worth of media billings) and assorted other clients, conferring with account executives and supervisors, not to mention network officials.

A native of Philadelphia, where he was born on April 12, 1922, Jack Justin Bard started his career in newspaper pursuits as a space salesman for the *Philadelphia Record* in 1942. He was graduated from Penn State with a BA that year and did graduate work at Columbia U., receiving an MA in 1947. He majored in economics and statistics. He became an instructor in marketing at Pace College, Brooklyn College and City College of New York.

In 1947 Mr. Bard joined NBC where he prepared presentations designed to sell the value of radio. After his subsequent sales promotion stint with DuMont, he shifted fields and cities, joining the International Furniture Co. as assistant to the president in Chicago.

That association led him indirectly in 1952 to Weiss & Geller and positions of account executive on Prom (no longer held by the agency) and as media analyst. He was appointed director of media this past June. The present Toni accounts serviced by W & G are: Toni Home Permanent, Tonette, Deep Magic, Toni Spin Curlers and Silver Curl. Among other accounts on which he has functioned as media chief are Sealy Mattresses, Terre Haute Brewing Co., Wyler Soups, College Inn Food Products and Mogen David Wine.

Mr. Bard is a member of the Broadcast Executive Club of Chicago (now merged under the Broadcast Advertising Council) and American Marketing and Statistical Assns. His hobby is the theatre—with good reason: He married the former Anita Katz (stage name, Anita Jordan), a gifted soprano. They have one child, Deborah, age eight months, and live on Chicago's Marine Drive.

It's No Draw...in Omaha

KMTV is Omaha's *favorite* TV station, and one big reason *why* is that Omahan's like the way KMTV pitches in and helps support city activities.

Just last week, KMTV volunteered to underwrite the cost of sending Omaha University's undefeated football team to the Tangerine Bowl in Orlando, Florida, if the team received the bowl bid.

The bid came shortly after KMTV's offer. Omahans were overjoyed at the news. KMTV's executive vice president, Owen Saddler, told OU's president the station would like to underwrite the team's estimated expenses of $10,000.

In announcing that OU was accepting the bowl bid, Dr. Milo Bail said, "Particularly are all of us at OU grateful to Owen Saddler and KMTV for the generous financial support in underwriting the team's expenses to the Tangerine Bowl. This is indeed real team support." The University of Omaha is a tax-supported school.

And as KMTV enjoys boosting Omaha activities, so does Omaha enjoy boosting KMTV ratings. Audience surveys* show that Omahan's give KMTV 11 of the top 15 most popular weekly shows . . . and the area's favorite multi-weekly and locally-produced show.

When *you* are thinking of advertising in the Omaha area, think of KMTV—the station that boosts Omaha—the station Omaha boosts. Contact KMTV or your Petry representative.

**ARB-Oct. 14-20*
Pulse-Sept. 7-13

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA

Represented by
Edward Petry & Co., Inc.

ZIV's GLORIOUS NEW TE

The EDDIE CANTOR Comedy Theatre

★ SOMETHING NEW AND EXCITING EVERY WEEK!

The Biggest and Most Elaborate TV Series Ever Produced for Local Sponsorship!

EXTRAVAGANZA!
STARS!
LAUGHS!
SONGS!
BRILLIANT
MUSICAL
REVUES
GREAT
COMEDY
STORIES!
with
EDDIE
ANTOR
r Star, Your Host,
Your Producer!
so BIG! so LAVISH!
so ELABORATE!
With guest stars including Brian Aherne, Don DeFore, Pat Crowley and many more. You'll have the most responsive audience in Television history!
ZIV
NEW YORK • CINCINNATI • HOLLYWOOD

still another way WWSW comes close and stays close to the heart of Pittsburgh!

The matchless beauty of a symphony orchestra — the priceless rendition of a complete opera performance captured on high calibre recordings are beyond the reach of many who would treasure the experience of hearing such works.
Knowing this, WWSW has broadcast its Golden Hour of the Classics nearly nightly for over a decade and a half. And, in more recent years full length Sunday evening operas. Another way WWSW comes close and stays close to the heart of Pittsburgh.

WWSW

970 kc. 5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.

BROADCASTING TELECASTING

November 29, 1954 Vol. 47, No. 22

CBS-TV OFFERS SPECIAL DEAL TO SMALL-MARKET STATIONS

Extended Market Plan would give the smaller tvs, uhf as well as vhf, a chance to get network programs—and the advertiser a chance to enter those markets at an attractive price. Plan wins immediate praise from an influential senator in communications affairs.

CBS-TV has developed a new affiliation formula designed to extend television network service to small-market stations at prices which CBS-TV believes advertisers will find attractive.

The new formula, called the Extended Market Plan, was first presented last weekend in a letter sent by Herbert V. Akerberg, CBS-TV vice president in charge of station relations, to 20 prospective small-market affiliates, of which two share time on the same facility.

Here is how the plan will work:

• The network will create a special Extended Market Group of affiliates in small markets which, in most cases, network advertisers have been reluctant to buy.

• Rates for these stations will be fixed in what the network will decide to be a realistic ratio to actual circulation. The rates fixed for the 20 prospects to whom Mr. Akerberg wrote varied from $50 to $100 per nighttime hour.

• CBS-TV will set up a special sales unit with the single mission of selling the Extended Market Group. Advertisers who use all the stations in the group will be given a 10% discount. The discount will not be passed on to the stations.

• The network will pay affiliates in the Extended Market Group 30% of their gross time charges, less the usual deductions for ASCAP and BMI fees.

• Stations in the group may take CBS-TV programs on a recorded basis, paying the network $5 per program, or live, paying transmission costs.

In the CBS-TV view, the Extended Market Plan will have both economic and political advantages.

Economically, it will enable advertisers to broaden their television coverage at reasonable cost, small-market stations to obtain high-quality network programs they are now denied, and the network to feed them without losing the substantial sums that CBS-TV has reportedly been losing on some of its smaller affiliates.

Politically, the plan has already created gains for CBS-TV.

After it was explained to him last week by CBS representatives, the plan won the approval of Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee which early last summer held extensive hearings on uhf problems.

Sen. Potter saw the plan as "an important contribution to the successful and profitable operation of uhf in the smaller television markets."

"The plight of uhf and even vhf in the smaller markets," he said, "has been the lack of opportunity to obtain the programs that are necessary to build audiences and all-channel reception. CBS Television is providing this opportunity and should be commended on the time and effort it has devoted to the problem."

The formula to broaden network service has been hatching at CBS-TV for more than a year, according to network officials.

The problem and the solution were described last week by J. L. Van Volkenburg, CBS-TV president, under whose direction the formula evolved.

"Since the lifting of the FCC freeze," Mr. Van Volkenburg said, "network television has been faced by a two-horned dilemma. In order to break even financially on affiliations in the smaller markets, a minimum gross hourly rate at night of $150 had to be established.

"But this was no guarantee of advertiser acceptance, for CBS Television found that if the market did not produce enough television homes circulation to justify even a $150 rate, the station was an affiliate in name only."

Under the Extended Market Plan, Mr. Van Volkenburg said, CBS Television will affiliate with even the smallest market stations as long as the station rate is consistent with the actual circulation delivered and the station coverage does not seriously overlap that of other CBS-TV affiliates.

At present CBS-TV has 165 affiliates. Of these, 46 are basics which network advertisers must buy, 44 are basics which are optional buys for advertisers, and the other 75 are supplementary stations.

CBS-TV is analyzing its supplementary list. Supplementaries which are not now carrying a significant amount of network business will be offered a choice of staying in that category or joining the new Extended Market Group. Network executives emphasized that stations would have freedom of choice to remain as supplementaries or join the new group.

In his letter to the 20 stations that were the first to be invited to become members of the CBS-TV Extended Market Group, Mr. Akerberg said the core of the small-market networking problem was pricing.

The CBS-TV plan is "to price stations at what they are worth in terms of costs-per-thousand circulation," Mr. Akerberg wrote. "If

WHERE CBS-TV WOULD MOVE FIRST

THESE are the first stations to be invited by CBS-TV to join its Extended Market Group. Call letters in *italics* indicate stations not yet on the air. Asterisk* indicates present CBS-TV affiliation. Nighttime hourly network rates, as proposed by CBS-TV, are shown for each. Of the 20 stations, 15 are vhfs, 5 are uhfs.

Alabama
WMSL-TV Decatur, ch. 23, $50;
WTVY (TV) Dothan, ch. 9, $50.

California
KVEC-TV San Luis Obispo, ch. 6, $50.

Colorado
KFXJ-TV Grand Junction, ch. 5, $50.

Florida
WINK-TV Fort Myers, ch. 11, $50;
WJDM-TV Panama City, ch. 7, $50.

Idaho
KLIX-TV Twin Falls, ch. 11, $50.

Indiana
WFAM-TV* Lafayette, ch. 59, $70.

Kentucky
WLEX-TV Lexington, ch. 18, $50.

Louisiana
KVOL-TV and *KLFY-TV* Lafayette, sharing ch. 10, $75.

Maryland
WBOC-TV Salisbury, ch. 16, $50.

Mississippi
WCBI-TV Columbus, ch. 4, $50.

Montana
KGVO-TV Missoula, ch. 13, $50.

North Carolina
WTHT (TV) Wilmington, ch. 3, $50.

Oregon
KFLW (TV) Klamath Falls, ch. 2, $50.

Tennessee
WDXI-TV Jackson, ch. 7, $100.

Texas
KBST-TV Big Spring, ch. 4, $50.
KVDO-TV Corpus Christi, ch. 22, $85.

Washington
KVOS-TV Bellingham, ch. 12, $70.

LETTER OF INVITATION

HERE is the text of the letter which Herbert V. Akerberg, CBS-TV vice president in charge of station relations, sent to prospective members of the new Extended Market Group:

One of the most complex problems of television today is that of developing an economically sound method by which network programs can be made available to stations in the smaller markets. An affiliation with a minimum base rate of $150 is no guarantee that the station will be ordered by the advertiser. If the business is not there, the network's loss in servicing overhead is tremendous.

The dilemma has been one of pricing. For the smaller market network affiliation is no guarantee of success. If the station is overpriced, advertisers refuse to buy it because the cost-per-thousand is out of line.

Without popular network programs, local and national spot business is difficult to sell. It is obvious, however, that a bonus arrangement is impractical because television is too valuable an advertising medium to give away—no matter how small the market is or how modest the station's operation.

The CBS Television plan is to price stations at what they are worth in terms of costs-per-thousand circulation. If the advertiser can buy small markets as economically as the large ones, it is reasonable to assume that the stations and the network have a fighting chance to get business. To accomplish this requires, in our estimation, the combination of a lower gross hourly rate on the part of the station and an over-all discount contribution by the network.

From a pricing standpoint, this could mean a gross hourly rate at the start as low as $50. Once the station has the programs, greater circulation should ultimately justify a higher rate if within the market's capacity to produce same.

The purpose of this letter is to extend to you an invitation to become affiliated with CBS Television as a member of what we are designating as the "Extended Market Group." Details of this affiliation are as follows:

1) Your station will assume full-fledged affiliation status. It will be included in our published rate card and in Standard Rate & Data Service.
2) A gross hourly network rate will be determined according to specifications and mutually agreed upon before the affiliation is made.
3) CBS Television will pay you its standard 30% of gross time charges less the ASCAP and BMI deductions.
4) Programs will be supplied to you on a television recording basis. Such prints will be returned to CBS Television, transportation prepaid by the station, or to such place as CBS Television may direct.
5) You may carry the programs "live," but in this event, the expense of all cable and local connection and transmission charges is the obligation of the station.
6) Sustaining program service will be immediately available on the basis outlined above. The programs will be supplied as television recordings unless you elect to pay cable, local connection and transmission charges.
7) Standard promotional materials will be provided by CBS Television on programs carried.
8) It is obvious that because of the high costs of maintaining a national television network, such an arrangement cannot be profitable to CBS Television. There will be a $5 service fee per television recording to help defray the costs of film prints.

In order to encourage advertisers to buy all of the stations in the "Extended Market Group," CBS Television is establishing a 10% discount if all stations are ordered. We will assume the entire cost of such a discount.

Another important phase of the over-all plan is that CBS Television is setting up a special unit to sell advertisers on the availability and advantages of stations in the "Extended Market Group."

We would appreciate, at your earliest convenience, word as to whether or not you are interested in a CBS Television affiliation on this basis. Your gross hourly nighttime rate is estimated to be (*insert*) at this stage of your television set circulation development.

If you are interested in such an affiliation, contracts will be submitted to you.

the advertiser can buy small markets as economically as the large ones, it is reasonable to assume that the stations and the network have a fighting chance to get business."

He pointed out that a station which does not have popular network programs finds it difficult to sell local and national spot business. The small-market station could acquire network shows by becoming a bonus station, but, in Mr. Akerberg's words, "a bonus arrangement is impractical because television is too valuable an advertising medium to give away —no matter how small the market is or how modest the station's operation."

In his letter, Mr. Akerberg indicated that the lowest rate the network contemplated for any Extended Market Group station was $50 per nighttime hour.

"Once the station has the programs," he added, "greater circulation should ultimately justify a higher rate if within the market capacity to produce same."

The network's new plan also has the endorsement of Glenn Marshall, WMBR-TV Jacksonville, Fla., chairman of the CBS Television Affiliates Advisory Board. He said:

"The Extended Market Plan is an alert and forward step by CBS Television in recognizing the importance of these smaller communities that are the backbone of this nation. This will insure that television stations can bring to their viewers the best of television fare out beyond the larger metropolitan markets. I feel that this plan is the right approach to assure Small Town America television's best efforts."

The problems which networks face in feeding programs to small-market stations were described in detail by Frank Stanton, president of CBS Inc., last June 18 in testimony before Sen. Potter's subcommittee [B•T, June 28].

Dr. Stanton mentioned, as two cost factors in distributing network shows, that CBS-TV used 16mm film at the rate of more than 10,000 miles a year and paid $10 million a year for AT&T interconnection facilities.

He said at that time that the crux of the affiliation problem was what the affiliate can deliver in terms of circulation since advertisers insist on lowest cost-per-thousand. He said CBS Television did not discriminate in favor of vhf stations or aganist uhf stations.

The network was losing over $4,500 a week for 22 small-market stations, Dr. Stanton testified. He said another affiliation had been refused a station with reasonably large circulation, justifying a rate of $150 or more, because it duplicated other affiliates.

He explained the small-market problem to the subcommittee this way:

"While some stations in major markets form a 'basic required group' which an advertiser who wishes to use the CBS Television network must buy, this group obviously cannot include stations in smaller markets. For the latter type of station, the advertiser has an option of picking any one or more. Therefore, in order for an affiliation with such an 'optional' station to ripen into any programming or economic return for the station, there is still the not inconsiderable problem of getting the advertiser to order that station."

CBS-TV BOOSTS BASIC FACILITIES CHARGES

NEW RATE CARD, introducing a new overall discount [B•T, Nov. 22] and increasing basic production facilities rates, is being announced today (Monday) by CBS-TV, effective Dec. 1.

Changes also include addition of a base charge of $250 gross per quarter-hour for the broadcast of network commercial programs primarily on film, and an increase in the minimum required station lineup for prime evening periods (8-10:30 p.m. EST) to 60 stations.

The new film charge was attributed to "increasing demands on network facilities" for broadcast of programs that primarily are on film. The new minimum station lineup for prime evening time replaces a requirement formerly based on minimum gross billings.

The basic ("must-buy") group of stations was increased from 41 to 46, with six being added (all had been announced previously) and with Providence transferred to the basic optional group. The six added: WBEN-TV Buffalo, KWK-TV St. Louis, WTVJ (TV) Miami, KWTV (TV) Oklahoma City, WCHS-TV Charleston, W. Va., and WSPD-TV Toledo.

Details of changes in the production section of the new card, which is No. 11, are contained in a revised production manual. Officials emphasized that these represent CBS-TV's "first increases in basic production facilities rates in two years, despite substantial increases in costs of manpower and equipment." They include:

Establishment of new base rates for live studio rehearsal facilities as follows: $450 gross per hour for studio with full facilities (up $75 from old rate); $225 gross per hour for studio with audio only (up $75), and $150 gross per hour for studio without facilities (up $50). Corresponding adjustments are made for facility use in excess of eight consecutive hours.

It also was pointed out that a charge adjustment for film facilities used in conjunction with live studio rehearsal, inaugurating a new policy of charging for each projector ordered, permits a reduction from the present $150 gross per hour to $100 gross with one projector in use.

The new overall account on the time purchases does not change the established scale of discounts but entitles advertisers who maintain a volume purchase of at least $100,000 weekly gross billing for station time during a 52-consecutive-week discount year to take a straight 25% reduction in substitution for weekly station-hour and annual discount combinations.

RADIO-TV TURN OVER ACES AT 3-DAY AAAA CONFERENCE

Agency executives see a parade of presentations by the broadcast media—including a 'working' color tv show—and devote one meeting exclusively to radio and tv during three-day conference.

AGENCY executives who handle millions of dollars worth of advertising were treated last week to a "working" color tv show and a frank discussion of problems, as well as selling attributes, of the electronic media.

Much of radio and tv's selling power appeared in the sundry sessions at the eastern annual conference of the American Assn. of Advertising Agencies held at the Roosevelt Hotel in New York, Monday through Wednesday afternoon.

But, in the main, radio-tv's role in an expanding U. S. economy was related in a media session and at a meeting devoted exclusively to the broadcast media. The radio-tv highlights provided were:

- By NBC-TV and CBS-TV—a visual presentation of color tv, climaxing the Monday afternoon session on radio-tv administration (also see pictures, pages 34-35).
- By Edgar Kobak, station owner, business consultant, and president of Advertising Research Foundation—a call for "complete separation" of radio-tv management and operation of networks and stations.
- By Rodney Erickson, vice president for radio-tv account planning, Young & Rubicam—a preview of world markets opening for tv selling.
- By Adrian Murphy, CBS Radio president—a reminder that radio has entered a new era of changing patterns in programming which are based on personalized listening.
- By Ted Bergmann, DuMont Television Network's managing director—reassertion that tv is developing new and more ways to accommodate the advertiser's needs and his size of budget.
- By William R. Baker Jr., chairman of the board of Benton & Bowles and chairman of the AAAA—an attack on advertising's critics, with emphasis on the plus side of radio-tv commercials.
- By James Gediman of *The American Weekly* and *Puck, The Comic Weekly,* and Vernon C. Myers, publisher of *Look* magazine—a belligerent stand for print media, supported by sniping at the broadcast media.

Overflow Color Attendance

Elaborate preparation was made for the color tv showings, witnessed on six 21-inch RCA Victor color receivers placed in the Pal Terrace room, which had an overflow attendance at the time of the telecasts.

First presentation was made by CBS-TV, which in a closed-circuit color telecast from its Studio 72 at Broadway and 81st Street traced the planning and staging of a color tv commercial (Maxwell House coffee commercial).

E. Carlton Winckler, production manager of CBS-TV's program department, introduced the action. His talk on the color screen was illustrated by cartoon slides. Mr. Winckler, who told the audience there is nothing mysterious or frightening about color in tv—"if you know what you're doing, it is surprisingly simple"—displayed various samples of background material before the camera and showed why the particular material finally selected was best suited for the commercial.

A color commercial is treated as a little show in itself, he said. He touched on scenery, lighting and make-up. Key to a good color show, Mr. Winckler explained, is knowing the problems and then planning each stage in advance.

Other CBS-TV personnel taking part: Dick Lewine, executive producer of the network's color programs; Charles Barkley, director of product presentation; Rai Purdy, director; Sal Bonsignore, supervisor of lighting, color programs; Vic Christian, graphic arts, and Don Foster, technical director.

A specially prepared color movie, "A Visit to CBS Color Television," was CBS-TV's second feature. It showed how color tv works, taking the audience on a guided tour of the network's studio. Scenes from several of the network's color broadcasts—notably, *Toast of the Town, Danger* and *The Best of Broadway*—were included. The film was introduced by William Lodge, CBS-TV vice president in charge of engineering. It was produced and directed by John Whittaker and Kenneth Whelan, CBS-TV's general engineering and direction staff members, respectively.

NBC-TV, under supervision of Barry Wood, executive producer in charge of color television, presented two parts to its showing: a live colorcast from Brooklyn studios and a kinescope, "Coming of Age," featuring scenes from a Fort Meade military maneuver (for which three color cameras were used), a sequence with songstress Connie Russell and a dance-and-song number with a Trinidad background.

(Other details, see picture story, pages 34-35.)

In the Monday radio-tv session Mr. Kobak talked on radio, Mr. Erickson on tv.

Mr. Kobak recommended a number of procedures for both radio-tv and for the timebuyer which he thought would be beneficial.

Among them, he suggested a separation by networks and stations of their radio and tv management and operation "for the success of each media. If it is not done, it won't be long before economics will force this to happen with separate ownership as the eventual result. If economics doesn't force it, the government will, because strong networks and stations are needed in war and in peacetime."

Mr. Kobak asserted: "Our licenses are a responsibility and many in the broadcasting business are not meeting the issue when they have divided interests with radio getting the least attention. Let's not wait for the tv honeymoon to end but get busy now."

Mr. Kobak's recommendations included "a real cost study" of network and station operations; the basing of rates "on a more realistic value of media, local and network" since "better research is available today"; need for rates to be contiguous day by day as well as rates contiguous on the same day; review rates as to less than hour usage and "review rates in various day and nighttime segments."

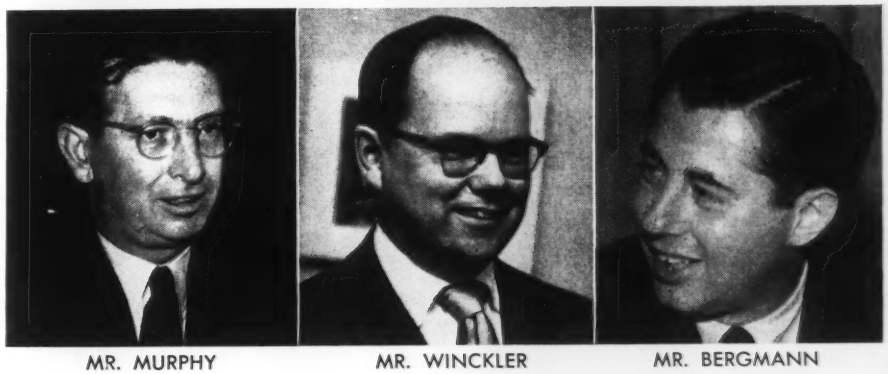
Also suggested: A review of the current station compensation plan, which he called a "roadblock to any over-all correction"; development of new program concepts to meet tv competition—"as long as the same people in media and buying groups are also responsible for tv, little progress can be made"; radio should work toward a higher dollar volume from sign-on to sign-off with an eye to a small margin of profit for each hour; "deals" should be killed by all networks and stations.

In calling for cooperation among networks, stations and station representatives to "build a

(Continued on page 36)

AMONG SPEAKERS ON RADIO-TV AT 4A'S

MR. LODGE MR. BAKER MR. KOBAK



MR. MURPHY MR. WINCKLER MR. BERGMANN

A B•T PICTURE STORY

AGENCYMEN SEE COLOR BACKSTAGE

NBC PREVIEWS 'MACBETH' TO SHOW HOW COLOR GETS THAT WAY

NBC-TV decided its presentation of color tv's "story" could best be put across to the American Assn. of Advertising Agencies' Eastern Annual Conference in New York last Monday (see story preceding page) via an actual live colorcast.

A vivid portrayal was the result. The telecast originated from NBC's huge Brooklyn color studio and was sent by closed circuit to the Palm Terrace Room in the Roosevelt Hotel in mid-Manhattan. It was received on six 21-inch RCA color sets.

In this demonstration, NBC achieved at least two things above and beyond the illustrations of techniques used in preparing for an actual color tv show: the network followed its live show with its "first large-scale showing" of a color kinescope, while RCA demonstrated six of its newly announced 21-inch color receivers which performed, according to observers, with excellence.

Top NBC color experts talked to the audience — roaming, it seemed, at will through the Brooklyn studio and on the "Macbeth" set. Various steps in the preparation of a network show of the size and scope of "Macbeth," which was to be seen on NBC-TV in a two-hour color telecast yesterday (Sunday), were explained. Live models, actual costuming and a mass of color were welded into a technicians' spectacular.

Barry Wood, NBC-TV's executive producer in charge of color tv, told the audience what they would see—"a show in the making." The demonstration, "Color Clinic," illustrated color lighting, design, costuming and makeup, use and different types of titles, program art, and slides (of products: Spic and Span box, pack of Chesterfields, a Chevrolet, box of Dreft, can of Ajax cleanser and Speidel watch band).

NBC employed a full staff of color experts to explain the intricacies of the medium to the audience. An abundance of illustration—some "live" (models, actresses and actors), some photographs, miniature sets, charts, diagrams but all bathed in striking color hues and tones—were used.

The special colorcast opened with an unusual visual effect. Generous swaths of paint were splashed in rapid succession before the cameras, each splash a different, brilliant color.

A MINIATURE "Macbeth" set is demonstrated by Otis Riggs (l), set designer, and Norman Grant, NBC art director, to illustrate for the audience of agencymen the use of color in a typical set creation.

DICK SMITH applies make-up. On one part of the show, Mr. Smith had a model with one-half her face made up for black and white tv, the other half for color.

BARRY WOOD, NBC's executive producer in charge of color tv, at the demonstration, sends orders to Brooklyn studios.

BRIEFING before the telecast is given NBC color experts taking part by Norman Grant (l), NBC art director and m.c. of the special colorcast. In the conference are (l to r) Dick Smith, make-up expert; Ed Bennett, graphic arts expert; Burr Smidt, color consultant, and Otis Riggs, set designer.

ROSE BOGDONOFF, costume designer, adjusts a costume on the "Macbeth" set. Deep color tones were used in costuming to set the dramatic mood.

STAGE MANAGER Dick Gillespie and an actress on set. His megaphone is necessitated by the vastness of the Brooklyn studio.

AGENCY executives saw this in color. Make-up expert Dick Smith applies his technique before the color camera.

(Continued from page 33)

solid foundation" in business practices and rate-making, Mr. Kobak also attacked "the trend away from continuity in radio" and warned of danger in "the trend toward control of programs by networks."

Mr. Erickson in his speech urged advertising agencies to take part in a plan "in spreading the American methods and standards of living into countries which are now less fortunate than ourselves."

Chief medium American companies will use in telling their messages overseas most likely will be television, he said. The U. S., he said, is being looked to by countries abroad for leadership in tv programming. This country will set the pattern and the trend.

Most early tv activity by American firms abroad will be in Canada, Mr. Erickson asserted. Next he listed Mexico, Cuba and Puerto Rico, followed by Venezuela and Brazil in South America and by England in Europe. He predicted Italy, Western Germany, France, The Netherlands and Sweden will follow along the commercial tv path (though not necessarily in that order). Mr. Erickson then proceeded to analyze each country's tv potential.

SPEAKING before the AAAA eastern annual conference on "Around the World With Script and Stopwatch" is Rodney Erickson, vice president, account planning, radio-tv, for Young & Rubicam. Seated: Stuart Ludlum (l), C. J. LaRoche & Co., and William Seth of Lewin, Williams & Saylor Inc.

In his introduction to the radio-tv administration session, L. T. Steele, administrative vice president for radio and tv at Benton & Bowles, said this year's meeting spent more time on broadcast commercials because of requests.

Mr. Steele said, "There is no area of advertising operation today more important than our area of television and radio. In major advertising agencies dealing principally with consumer goods and services, no other area rivals broadcasting's in billing importance."

He noted that for the first nine months of 1954 network tv alone was 42% ahead of 1953.

Radio-Tv Lead All Media

At B&B, he said, tv and radio "account today for a dollar volume significantly greater than that of all other media put together." And, he said, the broadcast share of B&B's business will grow "larger and larger."

Radio-tv is under close scrutiny by management, agency clients and government, Mr. Steele said. "Nothing else we do interests people, pleases people or provokes people anywhere so much as what we do on the air." It's the phase of advertising activity in which "dramatic, skyrocketing successes" are made and also "conspicuous mistakes," he said.

At a media group meeting Tuesday afternoon, radio, tv, magazines and newspapers had their say about themselves. (For newspaper and magazine talks, see story page 59.)

Mr. Murphy spoke on radio's methods of keeping pace with the future. Before plunging into future patterns, he outlined steps radio took to keep abreast of the present. Among them: Recognition of tv competition in the living room and meeting it by spreading radio "through many other rooms in the house"; new program patterns, such as CBS Radio's extension of strip programming to mid-evening time, Monday through Friday; adjustment of nighttime rates to permit a client to buy more homes per dollar than he could before tv's advent.

For the future, Mr. Murphy stressed inclusion of auto radios and "personalization" of radio listening. To illustrate the latter point, he displayed a Regency model radio receiver the size of a cigarette package. Of the model, which uses transistors instead of vacuum tubes, he told the agency audience: "It doesn't take much imagination to project the influence of this trend on general radio listening."

Mr. Bergmann in his talk predicted that tv by 1959 will account for 20% of all advertising expenditures, twice the percentage it now enjoys. Tv, he said, now is responsible for $18 billion worth of retail sales—by 1959 he predicted $41 billion.

Television, he said, will shape itself into new forms dictated by advertisers' needs and budgets. These patterns will be influenced by the networks' ability to deliver and desire to accommodate the large and small campaign and by a soft or firm consumer market.

Because of cost differences between color and black-and-white, Mr. Bergmann forecast two rate cards eventually for the advertiser, one for color and one for monochrome—"just as in magazines." Depending on the show, he said, "production costs (for color) will run 10% to 20% higher than they do now."

Mr. Bergmann said there was no doubt that color tv is in the advertiser's future. Question of when it will be "fully effective," however, he said, depends on technology. When manufacturers create a mass market with 19-inch color sets retailing for about $500 each, color tv will then be useful to most advertisers, he asserted.

The magazine concept, co-sponsorship and alternate-week plans in tv, Mr. Bergmann said, are all variations of the same idea but premised on the idea that networks should own and control all programming. This is "academic" right now, he noted, because "no network is equipped to create and control all of its programming."

Turning to additional markets opening up in tv, Mr. Bergmann estimated, "We can reasonably expect a total of 25 markets to have four or more stations, and an additional 78 will have three stations." Today, he said, "only 14 markets have at least four stations, 27 have three stations, 55 markets have two stations, and 39 have one."

Biggest headaches in producing a live show today, he continued, "is the increasing costs of people to do the job and the constant union entanglements." He said agencies and advertisers must support the broadcasting industry in union negotiations.

Mr. Bergmann criticized those people "outside of the network operation" who would exchange for loss of control of tv programming "a guarantee of safety—in other words, guaranteed circulation." This he labeled "a kind of welfare state for advertising." Guaranteed circulation, he warned, also would mean, in tv, guaranteed measurement of program audiences. This implies, he said, that everyone agrees on what is a good rating.

"Magazines guarantee their overall circulation—as does a network as a whole—but magazines don't promise that your ad alone will reach a certain number of people or else," he said.

Takes Note of Complaints

At a general meeting Tuesday afternoon, William R. Baker Jr., Benton & Bowles board chairman, and also chairman of the AAAA, warned of complaints against the advertising business which serve to lessen confidence in it by the consumer.

Mr. Baker described four areas of attack: (1) economists who argue advertising is an economic waste, (2) others who decry the use of too many "emotional appeals" with alleged "dire effects upon our social health and mores," (3) antagonism related to content, quantity and quality of advertising in broadcast media, and (4) criticism of ad copy, charging misleading claims, "banal repetition" and bad taste.

The "same hue and cry" now heard against tv commercials, Mr. Baker said, was directed against radio commercials in the mid-thirties and just prior to World War II. Several of the "biggest users of radio," he said, "found only a very slight, but vocal, percentage of the public reacted negatively to these commercials. Business boomed in radio—and from radio."

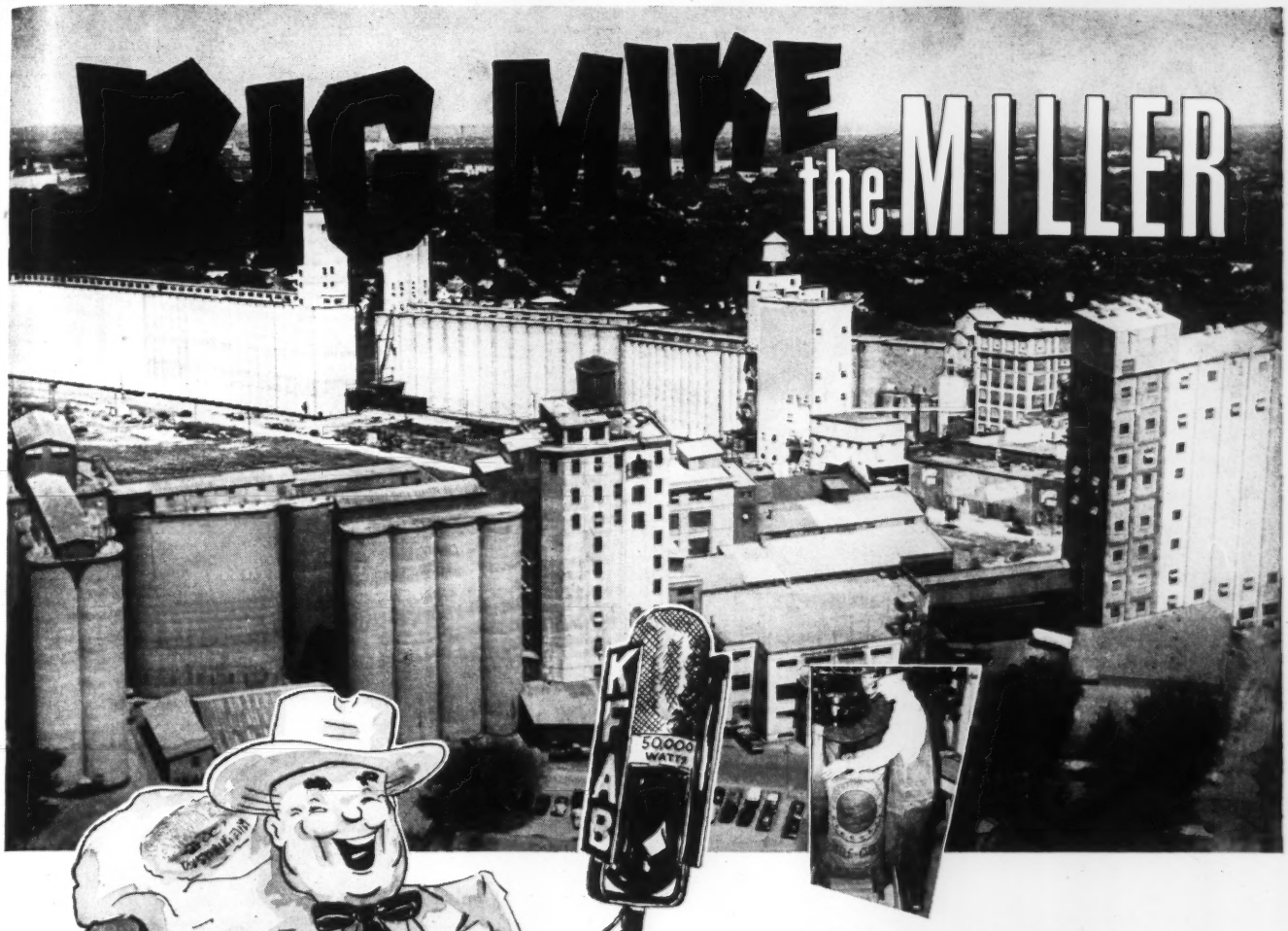
A similar process of big advertiser users of the broadcast media surveying the public on tv commercials has been underway, Mr. Baker noted. He reviewed percentages already un-

[A&A continues on page 59]

Burn Your Charcoal

THE MADISON Ave. Beau Brummell who is partial to charcoal gray suits and who has aspirations to be seen on color television had better change his clothing habits. During CBS-TV's color demonstration at the American Assn. of Advertising Agencies meeting last week, E. Carlton Winckler, production manager of CBS-TV's program department, appearing on tv—and in a blue suit—noted that the network color studio "frowns" on charcoal gray. "Muted colors are more practical than harsh, saturated colors . . . except where you want a glaring type of effect," he said.

BIG MIKE the MILLER



Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

One of the biggest jobs in Big Mike's area is processing many of the crops that come from the rich fields of the Midwest. A big part of that job is done by the thousands of people working in the feed and flour mills of Nebraska. After leaving the mills, the feed goes to thousands of feed lots and poultry pens throughout the land. The flour, produced by Nebraska's mills, ends up on tables all over America. The folks that work in the mills, like all Nebraskans from field and factory, count Big Mike among their friends. For more details on the KFAB-Big Mike story, see your Free & Peters man, or talk to Harry Burke, General Manager.

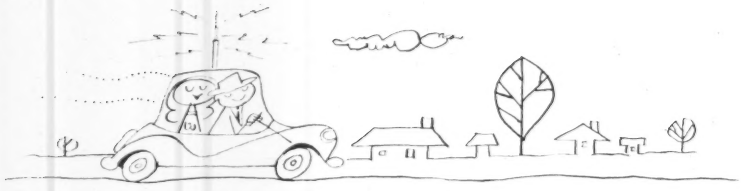
THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA BASIC CBS

NO CITY LIMITS



WNAX's countrypolitan market resembles a big city market, except that its shopping centers are 60 miles apart instead of 6. The farmers, ranchers, and town folk of Big Aggie Land (Minnesota, The Dakotas, Nebraska and Iowa) think no more of driving 60 miles than you do of driving 6.

WNAX-570 has been "touring" Big Aggie Land for 32 years, delivering information and entertainment without regard to city limits, to upwards of 200,000 families. It's the kind of information—commercials included—which starts buying trips.

To travel with this good company, see the Katz Agency.

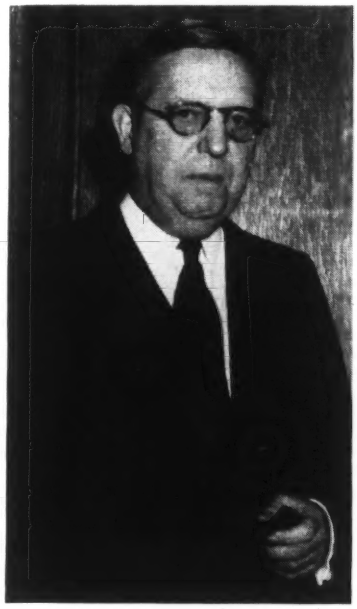
WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.



AN ELDER STATESMAN LOOKS AT ADVERTISING

DON'T BLAME hucksterism; advertising's faults come from the same system of competitive enterprise that has produced our economy of abundance, James Webb Young, senior consultant at J. Walter Thompson Co. and former chairman of The Ad Council, tells the council at its 13th anniversary luncheon [B•T, Nov. 22].

I WOULD like to [discuss] what it means to do "good" through advertising, and what is back of its alleged "evils." Also about the inevitable relationship of these to our unique American brand of capitalism.

I want to start by calling to your attention a recently published book called "People of Plenty"—whose sub-title is "Economic Abundance and the American Character"—by David M. Potter, co-professor of American history at Yale.

The main thesis of this book is that, from our earliest days, abundance of goods has been a major force in American history, and one which made us unique among the nations of the world. But, says Prof. Potter, no force can be regarded as of major historic importance unless it has developed its own *characteristic institution.* Thus, democracy produced the varied institutions of popular government; religion produced the church; science produced the university and its research laboratories, and so on.

So, says Prof. Potter: "If we seek an institution brought into being by abundance; and one peculiarly identified with American abundance; we will find it in modern American advertising."

And it is, he goes on to say, "an institution comparable to the school and the church in the extent of its influence on society." . . .

For the first time, we have a front-rank scholar whose historical studies lead him to a view . . . that as developed in America this complex of techniques, skills and facilities called advertising had come to be the greatest single means of mass communication and persuasion the world has ever seen.

But there is another side of the coin. At this very time when a distinguished scholar rates advertising as an institution comparable in social influence to school and the church, the critics of the *practices* of advertising are legion. Whether there are more of them than of the school and church one may doubt, but that is not our business today.

The immediate cause of these criticisms appears to be not literal dishonesty in advertising, which is now so rare as to be microscopic. It is rather an infectious ailment like athlete's foot which might be called Copywriter's Strain. Among its symptoms are, first, noise, in type and on the air; second, the manufacture and magnification of meretricious differences between competing products; third, strange word distortions, such as those peculiarly prevalent in automobile advertising.

Now, are these things manifestations of "original sin" in advertising men? It seems to have been assumed that they are, and that therefore pious exhortations to reform, plus pointing the finger of shame, can correct them. I, for my part, am sure they cannot.

I suggest to you that the real cause of Copywriter's Strain is much deeper than the alleged congenital "hucksterism" of advertising people. I suggest that, in fact, it is rooted in the Economy of Abundance, which Dr. Potter has studied; and in the nature of the hardly-realized technological revolution which, with advertising, has made this economy possible.

What is the nature of this technological revolution? It is in the area of research for the improvement of products. This research has vastly accelerated the rate of such improvements, and given the public constantly better values. But strange to say it has largely *reduced* the *competitive* advantages between products of the same kind.

First, there has been such a radical increase in research facilities throughout industry that an unpatentable product improvement by one manufacturer can be very quickly duplicated by competititors. Example: there are now some 50 copies of the original compact face powder.

Second, if the improvement is patentable and important, then there is likely to be, as a matter of public policy, patent pooling or licensing which quickly spreads the improvement through an industry. Example: color television tubes.

Third, basic research in product improvements comes increasingly, not from end-product manufacturers, but from outsiders or suppliers, who license as many potential producers as possible. Example: the chlorophyll toothpastes.

Fourth, American manufacturers are great free-traders in ideas at the technological level. Scan the programs of the meetings of technical men in any industry and note the surprising number of talks in which a European would think trade secrets are being given away. Result: certain product development ideas get "in the air" in that industry, and tend to come to fruition in competitive concerns at about the same time. Example: the automobile industry.

So we should not be surprised that in advertising, all detergents, made under the same patent, turn out clothes as white as whitebait, only whiter; or that with all paints, made on the same rubber base discovery, the little woman can now roll her own decor; or that in any summer suit, thanks to the synthetic fibre manufacturer, we can loll without a wrinkle; or that now in any automobile, thanks to the rubber industry, we can travel carefree of nails on tubeless tires. Verily, the individual manufacturer has been in many ways hoist by his own petard. But, alas, for the poor copywriter, who must still conjure a consumer preference for one brand over another! He is not so much a sinner who needs be brought to the mourner's bench, as he is like Joseph's brethren in Egypt struggling to make bricks without straw. And in the struggle giving numerous evidences of that Copywriter's Strain which is the source of most advertising criticism today.

This is not the time or place to discuss how the advertising man will solve this acute problem. My sole purpose here has been to present a sort of capsule public opinion balance sheet of the current advertising operation of American business.

On the asset side we can certainly place this important new insight of a competent historian—that of advertising as the distinctive institution of the "People of Plenty" to which American business is dedicated.

But on the liability side we must place the problem of Copywriter's Strain, which seems to me to spring from the very dynamics of the economy of abundance.

NOW...all the loose ends tied-up in a single

TIME AND PROGRAM PACKAGE

NATIONAL SPOT TV COVERAGE...

TOP PROGRAMS

TEN HOURS PER WEEK OF FILM PROGRAMMING PRODUCED EXPRESSLY FOR NATIONAL SPOT SPONSORSHIP:

Liberace

GUILD's 1955 schedule provides five hours of prime night-time programming, made up of ten all-star half hour shows... and five hours of lively day-time programming, made up of twenty quarter-hour segments, designed for across-the-board showing. Here are some of the program titles... *Many available immediately*... and others to be announced soon.

- Paul Coates' CONFIDENTIAL FILE
- THE GOLDBERGS, starring Gertrude Berg
- THE NEW LIBERACE SHOW
- THE FRANKIE LAINE REVUE
- A DATE WITH FLORIAN ZABACH
- LIFE WITH ELIZABETH, starring Betty White
- BRIDE AND GROOM
- IT'S FUN TO REDUCE
- DR. NORMAN VINCENT PEALE
- CONNIE HAINES SINGS

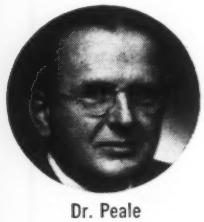
Gertrude Berg

Betty White

Frankie Laine

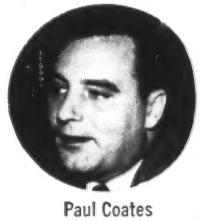
Florian ZaBach

Connie Haines



Dr. Peale

Margaret Firth



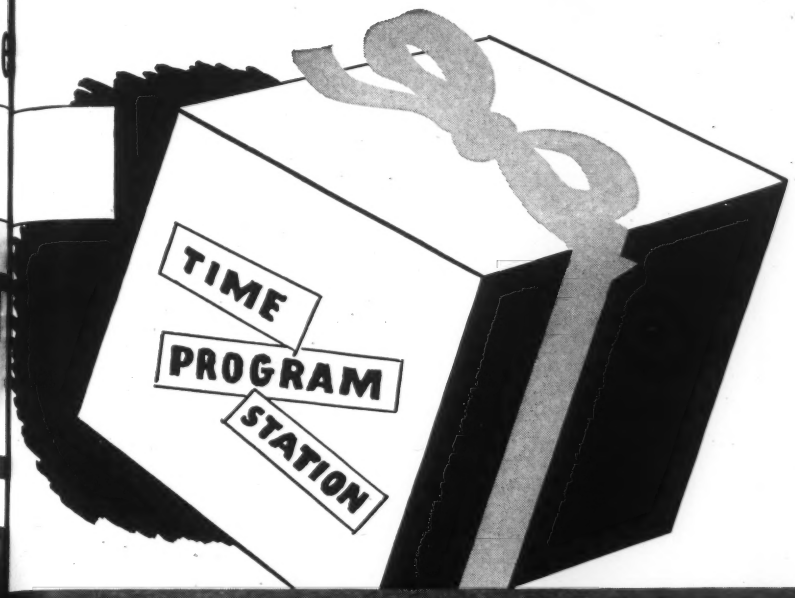
Paul Coates

To see how this combination of VITAPIX and GUILD coordinated services can serve you...contact GUILD FILMS today.

GUILD FILMS

420
NEW
MUR

NEW YORK • CHICAGO • CLEVELAND • DETROIT • KANSAS CITY AL



TOP STATIONS

what you get:

1. Desirable time periods in all markets selected.
2. Programs of proved viewer impact.
3. Stations with proved audience leadership.
4. Single billing... single proof of performance.
5. Complete program and time research facilities.
6. Program promotion and publicity services on both national and local level.
7. Integrated commercials by Guild stars, specially keyed to best suit the advertiser's needs.

what it means:

This new coordinated plan saves you time, saves your client money... and provides greater flexibility than ever before offered. You save time because GUILD and VITAPIX handle station clearance for you, providing single billing and single liaison. Your client saves money because there are no hidden "extras"... you select only the markets you require.

America's leading stations are **VITAPIX** stations

KGNC	Amarillo
WSB	Atlanta
WMAR	Baltimore
WABT	Birmingham
WBZ	Boston
WBTV	Charlotte
WBNS	Columbus
WHIO	Dayton
KLZ	Denver
WWJ	Detroit
WFBC	Greenville
KPRC	Houston
WKZO	Kalamazoo
KCMO	Kansas City
KTLA	Los Angeles
KSTP	Minneapolis
WDSU	New Orleans
WKY	Oklahoma City
WOW	Omaha
KPHO	Phoenix
WPTZ	Philadelphia
WGAN	Portland, Me.
KOIN	Portland, Ore.
WJAR	Providence
WHAM	Rochester
WHBF	Rock Island
KSL	Salt Lake City
WOAI	San Antonio
KRON	San Francisco
KING	Seattle
WHEN	Syracuse
KWFT	Wichita Falls
WGR	Buffalo

... plus other coverage throughout the country

the VITAPIX stations

420 MADISON AVENUE
NEW YORK 19, N. Y.
MURRAY HILL 8-5365

DALLAS • HOLLYWOOD • PORTLAND, ORE.

THE TV COMMERCIAL

COMMENTS FROM AN AGENCYMAN'S BOOK

A PRACTICAL manual on tv commercials, their creation and production, has recently been published by Hastings House, New York. The book, authored by Harry Wayne McMahan, vice president and member of the copy plans board in charge of television commercials at McCann-Erickson Inc., New York, is titled "The Television Commercial." It sells for $5. Mr. McMahan's ideas on tv advertising are accompanied by a collection of illustrations with a number of "do and don't" suggestions on commercial production. Here is an abridged version of Chapter 6 of Mr. McMahan's book citing five basic production techniques as the author sees them.

CHOOSE your production technique to fit your problem, your product and your pocketbook.

The five production techniques available for television film commercials are:

1. Cartoon
2. Live Action
3. Stop Motion
4. Puppets
5. Photo Animation

Each technique has distinct advantages, best for specific objectives. Costs vary so that two or more techniques may be blended in the same commercial to control the budget.

The variance of costs between the different techniques—and within each technique—is one of the problems that is not easy to understand about this business.

One cartoon may cost $800, another $8,000. Live action may cost from $500 to $5,000. It is difficult to pin-point all the reasons, even as it is often difficult to explain all the variances in the cost of advertising art. Too many creative factors are involved.

Only from experience can we develop a yardstick. The chart is obviously controversial because it attempts to oversimplify a complex creative work. Here is what the chart does not do:

It does not consider non-union or 16mm operation. It is based on the competitive standards which national and regional advertisers must meet in television today.

It does not allow, in cartoon, for the animation of more than one primary character. Additional "units" cost extra.

It does not cover the cost of talent in live action and sound tracks under the 1953 Screen Actors Guild code which requires re-payments each broadcast on network programs and each quarter on spot campaigns.

It does not cover the cost of unusual settings and props, location trips or puppet dolls.

It does not cover the great bugaboo of the business: RUSH!

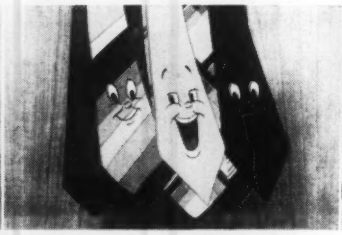
Rush delivery increases cost because of overtime payments, waste and the increased hazards for error. Time is money. Generally, live action is most economically delivered in 45-60 days, cartoon in 60-90 days. If you require live action in 21 days or cartoon in 30 days, it is obvious that the cost must go up.

COMMERCIALS

TECHNIQUES:	ADVANTAGES	AVERAGE COST PER SECOND:
Cartoon	Gaining interest Trademark characters Personalizing product Exaggeration, fantasy Singing jingles	$80
Live Action (Narrative)	Demonstration Exposition Human interest Appetite appeal	$50
Live Action (Dialogue)	"Personality" commercials Testimonials Key copy lines	$60
Stop-Motion	Demonstration Mechanical action Personalizing product	$40
Puppets	Trademark characters Singing jingles	$25
Photo Animation	Special announcements Retouching products "Catalog" of products Signature	$20

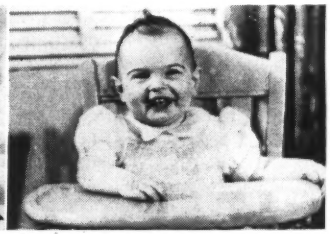
Cost Specifications for Chart: Based on 1951-54 averages of five commercial producers for national and regional advertisers. Full union labor operation in 35mm film original. Cartoons computed on "one-unit" animation; standing sets for live action. Films produced in series; if singly, allowing sufficient production time for combination with similar work to avoid waste of overtime. Note: Sound tracks and Screen Actors Guild talent payments extra.

DO use cartoon for exaggerated, comedy or fantasy types of people—better still for animals and for bringing inanimate objects to the screen.



DO expect to repeat a singing jingle many times, especially in cartoon. This Wembley tie spot ran intermittently over a period of some four years.

DO expect long life where you have a variety of films in the same series. This Pabst beer jingle, one of 10, ran two years. Cost per showing: $25.

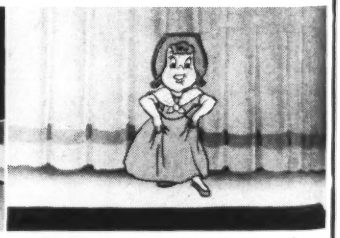


DO use live action when you want to stir emotions. Where cartoon is "make believe," live action in the commercial is within the viewers own experience.

DON'T waste cartoon treatment on normal people doing normal things. If there is no exaggeration in the face or body, it is hard to cartoon.

DON'T expect to repeat a live action film too often, particularly if it has characters or settings readily remembered. Viewers begin finding fault.

DON'T expect long life from a single film used in a heavy saturation campaign. This jingle ran 50 times on *Howdy Doody* and burned itself out.



DON'T use cartoons for human interest. If you want to get beneath the surface of the viewers' emotion, live children are much more effective.

ONLY A COMBINATION OF STATIONS
CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000W • 590KC
CBS RADIO

MACON
WMAZ
10,000W • 940KC
CBS RADIO

SAVANNAH
WTOC
5000W • 1290KC
CBS RADIO

The TRIO offers advertisers at one low cost:

- **Concentrated Coverage**
- **Merchandising Assistance**
- **Listener Loyalty Built By Local Programming**
- **Dealer Loyalties**

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

THESE ARE THE STATIONS OF
NATIONAL SPOT

FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK	CHICAGO	DETROIT
444 Madison Ave.	*230 N. Michigan Ave.*	*Penobscot Bldg.*
Plaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blva.*	*Russ Building*
Main 5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798

ONOR YOUR

oTELEVISION CAMPAIGN . . .

		VHF CHANNEL	PRIMARY
EASTERN			
WBZ-TV	Boston	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WTVJ	Miami	4	CBS
CENTRAL			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	CBS
WDAY-TV	Fargo	6	NBC
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	CBS
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6 CP	CBS
KENS-TV	San Antonio	5	CBS
WESTERN			
KBOI	Boise—Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC

THINGS OF BEAUTY ARE A JOY FOREVER

AND THEY ALSO CAN BUILD BUSINESS AND PROMOTION FOR RADIO

"THE BEST promotional vehicle for a local radio station I have ever encountered."

That's how John C. Gilmore of WGH Newport News, Va., described the Miss America elimination contests conducted by the station throughout the Tidewater area which WGH serves.

By arrangement with Miss America Pageant Inc., Mr. Gilmore told B•T, WGH secured the right to conduct local pageants to select the winners from seven Virginia communities—Norfolk, Portsmouth, South Norfolk, Virginia Beach, Newport News, Hampton and Warwick—who made up an all-Tidewater team to compete for the Miss Virginia title.

The pageants were planned and supervised by WGH's women's affairs chief, Ann Lee Ceglis, 1953's Miss Virginia and that year's first place talent winner in the national contest at Atlantic City. The pageants, Mr. Gilmore said, gave the opportunity for a wealth of direct promotion of the *Ann Lee Ceglis Show* in addition to the overall station promotion.

In each locality, Mr. Gilmore related, "we contacted a local civic organization and offered to present them with all proceeds from admissions and the promotional facilities of the station to get 'trade deals' for prizes . . . In exchange we asked only that WGH co-sponsor the project. We appointed a staff member to each civic sponsor's committee to insure that the contest would be properly conducted according to concepts of prestige and dignity worked out in advance, as well as to handle all publicity for the pageant."

To recruit entrants for the competition, WGH used a saturation spot campaign, selling these announcements to a local advertiser as part of a package which included the right to sponsor the broadcast of the pageant and the privilege of presenting the scholarship award to the winner. The contests were spaced at two-week intervals.

"Presented in this way, each contest is completely self-sustaining—indeed, downright profitable," Mr. Gilmore declared. "It provides an excellent stimulus for beating the summer slump, with the bonus being abundant newspaper publicity, civic prestige and all-around goodwill."

Of the advertisers sponsoring the WGH pageants, three were department stores, Mr. Gilmore reported. Two of the stores were making their first use of radio on the station, he said, and the third was sponsoring its first WGH program. The Miss Norfolk Pageant was sold to Colonial Stores, su market chain, which he described as prestige account."

An unexpected bonus came to WGH when, after its seven entries had returned from the state pageant at Roanoke without the Miss Virginia riband, the station received a call from the regional Philco distributor asking for help in getting some of the girls to appear at a district meeting. WGH cooperated and has played an active part in Philco plans locally and received an extra measure of their advertising budget, Mr. Gilmore said.

Following up its sponsorship of the Atlantic City Miss America finals telecast on ABC-TV, Philco has contracted with Miss America for 125 personal appearances at dealer meetings and other events throughout the coming year, Mr. Gilmore said.

"Philco is really in the 'beauty business' now," he declared. He advised other broadcasters that "here are the seeds to a good solid commercial pitch to your Philco dealer —one that will get immediate cooperation."

From the WGH viewpoint, Mr. Gilmore concluded, its association with the Miss America Pageant organization has been completely happy. In addition to providing profitable programming, he summarized, the contests were given over 2,300 inches of publicity in the Tidewater press and 161 individual pictures, mostly with station identification.

"Daily we are called on by the city, civic, fraternal, religious and business organizations to provide these girls as representatives or hostesses, to say nothing of the fact that WGH can produce seven local lovelies for our own use on any occasion. If you are after a good money-producing, attention-getting, local civic promotion,

"Better buy beauty, broadcaster!"

THE BUSINESS BEAUTY BROUGHT

PAGEANT	SPONSOR	AMOUNT
Miss Portsmouth	Bloombergs' Dept. Store	$ 500
Tri-City	Nachman's Dept. Store	300
Miss South Norfolk	Sustaining	
Miss Virginia Beach	Colonial Stores	550
Miss Norfolk	W. G. Swartz Dept. Store	800
	Norfolk Motors	
Miss Virginia (state)	Ward-Tv (Philco)	200
Miss America (national)	Ward-Tv (Philco)	130
Total		$2,480

AND THE PUBLICITY

PAGEANT	NEWSPAPER INCHES	NEWSPAPER PICTURES
Miss Portsmouth	595	22
Tri-City	535	40
Miss South Norfolk	110	12
Miss Virginia Beach	401	18
Miss Norfolk	257	22
Miss Virginia	411	23
Total	2,309	137

Talk about Proof!

78,221

CARDS and LETTERS

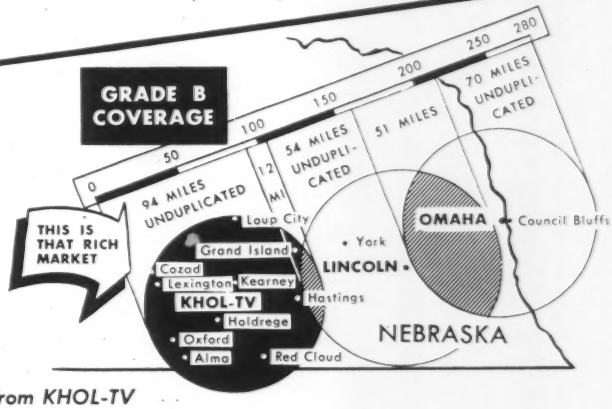
to KHOL-TV said...

"We Receive No Other TV Station Regularly!"

HERE'S

UNDUPLICATED COVERAGE

Here's unduplicated coverage that reaches 35% of Nebraska's total farm market. Your proof? 78,221 cards and letters received from Channel 13 viewers in just four days (October 26 to October 30, 1954) proving exclusive coverage by KHOL-TV. Get the story—get the facts today.



Mail Count by Towns upon Request from KHOL-TV

KHOL-TV

CHANNEL 13 — KEARNEY, NEBRASKA

Owned and Operated by
BI-STATES COMPANY

DUANE L. WATTS, Station Manager
Phone Axtell, Nebr. SH-3-4541

CBS • ABC • NBC • DUMONT • NETWORKS

REPRESENTED NATIONALLY BY MEEKER TV, INC.

$1,000

ALREADY SPENT FOR "THE STAR AND THE STORY"

* PROGRAM ONLY — DOES NOT INCLUDE TIME

In 120 days, astute local and regional advertisers have snapped up this opportunity of a TV-lifetime. There's still time for YOU!

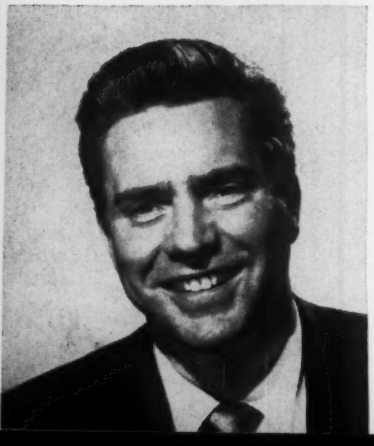
13 good reasons why this new, top prestige show is paying off immediately!

DAVID NIVEN

ANGELA LANSBURY

EDMUND GWENN

TERESA WRIGHT


EDMOND O'BRIEN

JAN STERLING

THOMAS MITCHELL

JUDITH ANDERSON

,000*

BY 51 TV-WISE, BLUE CHIP SPONSORS

FIRST AVAILABLE ARB RATINGS

LOS ANGELES — In this tough 7 station market THE STAR AND THE STORY is TOPS attracting many more viewers than the closest competition — big budget, network, Saturday Night Revue.

SAN FRANCISCO — THE STAR AND THE STORY is *FIRST* with a whopping 23.9 (59% share of audience.)

The Star and the Story

39 FIRST RUN ½ HOUR FILMS FOR TV

Each story, selected and introduced by its own star (39 top names), from the works of celebrated writers (including 13 by Somerset Maugham), is sculptured into magnificent entertainment by the producers of 4 STAR PLAYHOUSE.

Don W. Sharpe, Executive Producer
Warren Lewis, Producer

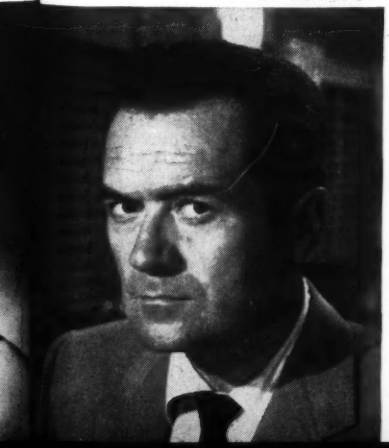
RIAN AHERNE

ALEXIS SMITH

PETER LORRE

JOANNE DRU

FRANK LOVEJOY



For full details on the prestige, profit show of the year, WRITE, WIRE, CALL

OFFICIAL FILMS, INC.

25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100

Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES
TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • TUNE-O

THE VALUE OF ART IN A TV OPERATION

A PROGRAM DIRECTOR TELLS HOW IT ATTRACTS, SELLS, INFORMS

By Jerome R. Reeves

WHAT is the value of a tv station art department? What can it do for the station?

An art department is a station's "watchbird," ever on the lookout to improve the old and to find the innovation. Its challenge is to create the best visual story. One of the basic methods is the employment and control of the gray scale. Since tv is still predominately a black and white form, the WBNS-TV Columbus, Ohio, art department's concern is the proper distribution of the nine stages of white to black. Flats, furniture, pictures, lamps, draperies, clothes all come under the artists' scrutiny.

They paint in gray scale proportions to the other gray elements in the presentation. When color units enter the picture, the art department must transfer those colors into the gray scale to assure compatibility. They wrestle with production problems such as dark food on light plates, a sun-burned face against a light background, a metallic fabric burning the camera mosaic.

In creating slides, sets, displays for live and film products, the art department reflects the character of a station—effective evidence of the station's ability to inform, convince and sell ideas and products.

Versatility is a tv artist's forte. He must be as flexible as an interior decorator, as clever as a cartoonist, as practical as a draftsman, as speedy as a sign painter. Tv is the combination of all advertising media, in addition to being a window display and an over-the-counter salesman. An artist employs all techniques to reflect good taste and achieve the most effective selling strategy.

It is the artist's responsibility to create the needed illusion on the set by doing it within the scope of local facilities. Perhaps it might be crayon on cardboard, or pigment on canvas. The art department can make a 5-ft. flat into a ballroom or create a birds-eye perspective of an endless railroad track. It deals in illusion, motion and eye appeal.

At WBNS-TV, the art department services three basic divisions: live production, commercial slides and film production. In each case the work is coordinated closely with the continuity department in planning audio and video. A close relationship is also maintained between the art department and directors in the selection of set design, appointments, picture composition and special effects. An art department guides the floor manager and property people to gain the maximum value of placement of motif and harmony of periods in furniture and architectural design.

One of the department's most important responsibilities is the creation of slides for client service and station promotion. Each task is an individual challenge. Clients differ, messages vary. A newspaper-indoctrinated client wants the maximum verbiage; a display-trained sponsor demands specific visual requisites. But the underlying responsibility of the art department is to:

(a) Attract and be provocative,
(b) sell,
(c) illustrate and inform.

Therefore, the artist must be able to execute specific requests, supplement basic approaches and even start from scratch in his relations with the client.

WBNS-TV makes use of a number of techniques in creating the necessary feeling —washes, cutout paper, acetate, water color, miniatures, silk screen, type faces, hand lettering and photographs. These same techniques are used for promotion and public service slides as well as for commercials. A competent art department can and must assure a station of no visual letdown when a local chain break, commercial or live program follows a first flight network program or an outstanding film show. The challenge is to match this quality and salesmanship.

In working with film, again coordination between the art department and various other departments of the station—continuity, film, production, property — becomes of prime importance.

First step in the planning of a film is the storyboard—this is the artist's conception of what the motion picture scenes will look like. We make storyboards for all types of films, everything from a 10-second spot to a half-hour show. An artist can often see the composition long before the camera is even loaded. His deft pencil can be a challenge to the film director. The new angle, the different approach and capturing each idea, one at a time, in the storyboard's framed panels, can serve as a guide to bring many a visual task to a rapid conclusion. From "rough roughs" to finished drawings, the storyboard progresses. When the artist's work is completed, the cameraman, film editor and director begin. From there on the storyboard becomes a shooting script.

An integral part of this film work is the use of animation; here the artist makes use of his art and acetate cells to attain the effect of motion, using (a) stop animation, (b) pop-in animation and (c) regular animation.

In working out a film, the artist also plays a big part in sound studio film set-ups; he supervises backgrounds and serves as a consultant on display and gray and color scale distribution. Finally, he works on the proper use of titles and credits, which includes borders, mat backing, type set and hand lettering.

At WBNS-TV the art facilities consist of two full-time artists, Beverley Mosley and Dave Wagstaff, a promotion artist, George Wellmes, and a stable of eight free-lance specialists, plus a Filmo-type machine which sets type photographically.

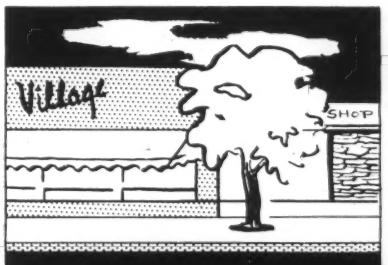
Evidence of our belief in the great importance of an art department is the WBNS-TV station library, a catalogue of over 600 slides which is being sold to other local markets by Sterling Television Inc. Our artists have been in the business of slide and film syndication for over a year, and have met with great success. They know the local market because they are a local market.

This library of WBNS-TV represents nearly six years of perfecting techniques and experimenting with new approaches. The collection is aimed at supplementing other local art departments with basic television art which forms the foundation of a quality library.

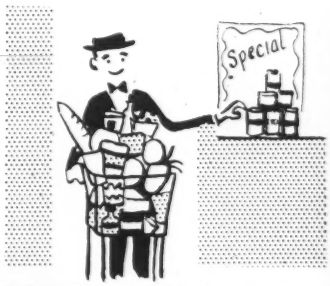
These are our visual salesmen—at one moment heralding a premiere, the next billboarding a product. A competent, well-staffed art department can bring about the epitome of service to client, station and to the viewer.

Mr. Reeves is program director for WBNS-TV Columbus, Ohio.

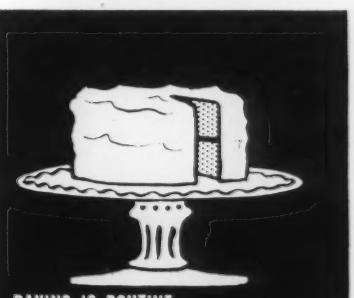
Channel 8 KTVX POLLS A CONSUMER PANEL OF 1,050 WOMEN!



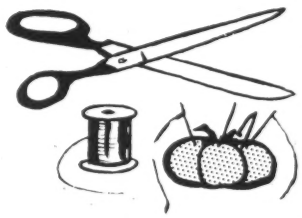
SHOPPING CENTERS ARE PREFERRED
54% of the women prefer shopping centers
39% prefer shopping downtown



PAPA PUSHES THE CART
53% of married men shop regularly
21% of married men shop occasionally



BAKING IS ROUTINE
73% bake once a week or more often
67% bake cakes



SEWING IS A HABIT
72% of the women own a sewing machine
68% sew regularly

THE KTVX MARKET

Counties Covered	31
Total Population	1,038,994
Total Families	313,491
TV Families	158,347
Spendable Income	$1,298,141,000
Total Retail Sales	$916,065,000

GROCERY STORES VS. DRUG STORES
57% of the women buy drugs at the grocery store

KTVX
OWNED AND OPERATED
by the
TULSA BROADCASTING CO.
Box 1739, Tulsa, Oklahoma

•

STUDIOS
720 Eastside Boulevard
Muskogee, Oklahoma

FROZEN FOODS ARE POPULAR
76% of the women use frozen foods & juices

FOR FURTHER INFORMATION ON BRAND PREFERENCES AND SHOPPING HABITS OF THE KTVX CONSUMER PANEL, WRITE TO: GEORGE KETCHAM, GENERAL PROMOTION DIRECTOR, KTVX, BOX 1739, TULSA, OKLAHOMA

Channel 8
L. A. Blust
Vice President, Gen. Mgr.

KTVX
AVERY KNODEL, INC.
National Representative

ABC • DUMONT
Ben Holmes
National Sales Mgr.

AFFILIATED WITH KTUL RADIO • TULSA, OKLA. & KFPW RADIO • FT. SMITH, ARK.

In the Cinci

Look Befor

THE LATEST
WCKY
STORY

Yes—

Look at Audience
Look at Cost
Look at Power

It's Obvious!

For More Audience
at Less Cost
with Highest Power

Buy WCKY

WCKY . . . ON THE AIR EVERYWHERE ● TWE

ciati Market

orYou Buy!

6 am – 6 pm – Mon. thru Fri.

	Share of Audience*	Open ¼ hour Daytime Rate**	Power
W C K Y	21 %	$60.00	50,000 WATTS
Net Sta. A	14 %	70.00	250 WATTS
Net Sta. B	27 %	80.00	5000/1000 WATTS
Net Sta. C	13.5%	263.50	50,000 WATTS
Net Sta. D	17 %	60.00	5,000 WATTS

*Pulse, Sept.-Oct., 1954
**Standard Rate & Data, Nov., 1954

For
Audience
Cost
Power

nvest Your Ad-Dollar WCKY's-ly

Call or Wire!

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

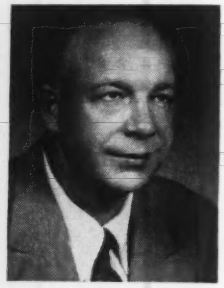
EN Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

IRISH FOOTBALL NETWORK

Joe Boland puts Notre Dame on 119 stations

THE AIR is filled with request numbers. Request programs are not unusual. But, as far as our record book discloses, the Irish Football Network is the only hookup which can lay claim to being a request network.

It all started in the fall of 1946 when the Detroit Notre Dame Alumni Club requested that WSBT South Bend feed its broadcasts of the Fighting Irish football games to Detroit. The Detroit alumni arranged for a station to broadcast the games and a sponsor for them.



MR. BOLAND

Joe Boland, former Notre Dame player, coach and, since 1942, play-by-play broadcaster of the school's gridiron contests, was quick to realize that if one city wanted the broadcasts badly enough to request them, it shouldn't be hard to sell them in other markets. So he started out—and in 1947, Indianapolis and Michigan City, Ind., joined South Bend and Detroit in carrying the Notre Dame games. The next year there were 10 stations; in 1949, 12; in 1950, 19.

So far, Joe Boland was selling only the production of the football broadcasts, chiefly his own sportcasting talents. Each station bought its own lines and made its own financial arrangements with Notre Dame and its opponents for the broadcast rights.

It was at this time that Mr. Boland got the idea that "we had something if we could package it." He sold the WSBT management on underwriting and operating a new network—the Irish Football Network—devoted exclusively to broadcasting the Notre Dame football games, which it offers to stations across the land as a "package."

For its highest daytime quarter-hour rate (or a minimum of $75), the IFN affiliate gets the whole deal—rights from all colleges, cleared at the source; all line costs, paid by IFN, and a publicity-promotion kit, in addition to the package's main item—Joe Boland's play-by-play coverage of the games.

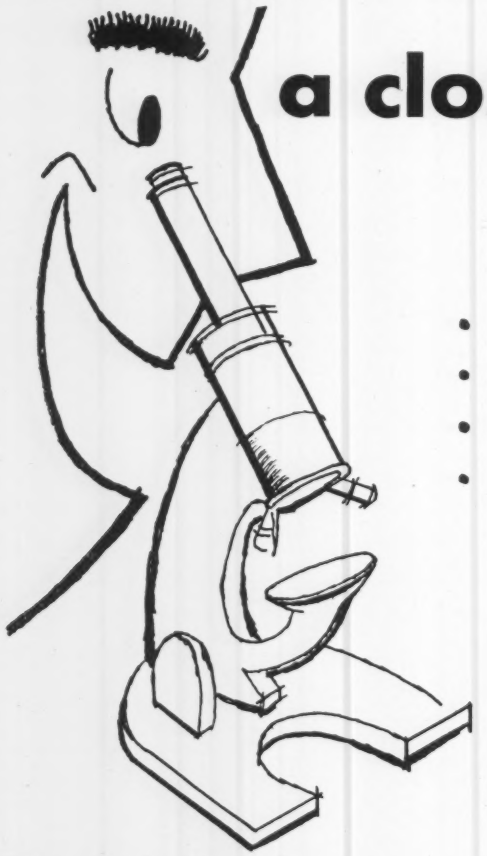
The package idea caught on immediately. In 1951, the number of stations broadcasting the games jumped to 49, in 1952 to 88. Last year 115 stations became affiliates of the Irish Football Network. By Oct. 1 this year, 119 stations had joined the lineup.

Each station is permitted to sell the broadcasts to one or more local advertisers, the only restriction being that the stations abide by the rule of the participating universities and not associate advertising of tobacco or alcoholic beverages, including beer and wine, with these collegiate football programs.

Around South Bend, full credit for the success of the IFN goes to Joe Boland, who also manages all of the network's business details. "Joe thinks, knows and sees football," one associate said recently, commenting that this is to be expected since he has been a player—one of the "Seven Mules" in Knute Rockne's famed Four Horsemen team—and a coach—at Purdue, St. Thomas, Santa Clara and Notre Dame.

Additionally, Mr. Boland broadcasts Chicago Cardinal professional football games.

"It is Joe Boland who has made the network," Clement B. Haines of Lamport, Fox, Prell & Dolk, South Bend advertising agency, told B•T. "His personality, his fine managerial ability, his fairness, his superb knowledge of football (and especially Notre Dame football) and his enthusiasm for the Irish Football Network have been largely responsible for making it the success that it is."



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

Direct quote from the advertiser:

"The most astonishing results I've ever seen in radio..."

CONFIDENTIAL REPORT

The astonishing facts and figures on an AM radio campaign

Available Only On Request!

Contract renewal time was at hand. The advertiser stroked his chin and said quite thoughtfully, "Who's listening to our show and how many? Can we find out? If it's half as good as you say it is, we ought to renew and enlarge the coverage. If not, we'll have to forget it." A comprehensive audience measurement was immediately taken by GOULD, GLEISS AND BENN, INC. . . . and when the report was completed the advertiser just couldn't believe it . . . he called the survey results "The Most Astonishing he'd ever seen in radio."

You ought to see this report and we've prepared it for easy, quick analysis. Write, telephone or mail coupon below . . . we'll be happy to send it to you.

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

KEYSTONE BROADCASTING SYSTEM
111 WEST WASHINGTON BLVD., CHICAGO, ILL.

GENTLEMEN:
Please send us your "Confidential Report on AM Radio."

Name .....
Title .....
Company .....
Address .....

COMPARATIVE NETWORK AM SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter (497)	The American Forum
6:15	Paul Harvey Belltone			
6:30	The World Church O. L. Jaggers	Hall Bros. Radio Hall of Fame (206)	Mutual Benefit On the Line with Bob Considine (546)	Travels In Tempo
6:45			Harry Wismer Sports (355) General Tire	
7:00	Quincy Howe	Amer. Tob. Jack Benny (213)	Rod & Gun Club–Co-op	Special Tribute Programs
7:15	George Sokolsky			
7:30	Living Room Frolics	CBS Columbia Amos 'n' Andy (alt. wks.) Music Hall	Enchanted Hour	
7:45				
8:00		Toni & Whitehall Cosponsored Our Miss Brooks (206)	Heartbeat of Industry	Dr. Six-Gun
8:15				
8:30		Philip Morris My Little Margie (204) R	Oklahoma City Symphony Orchestra	Barrie Craig Confidential Investigator
8:45				
9:00	Walter Winchell Gruen & ASR alt. wks.	Kraft Foods Edgar Bergen-Charlie McCarthy Show (206)		Adventures of the Abbotts
9:15	Lorillard Taylor Grant			
9:30	Living Room Frolics (Cont'd)		Manion Forum Dean Clarence Manion	Easy Money
9:45			Co-op Hazel Markel	
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly *3-Plan
10:15	Elmer Davis	10:05-10:30 Mahalia Jackson		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	Face the Nation	Little Symphonies	10:30-35-NBC Travel (30) R
10:45				10:35-11 Meet the Press
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		U N Report		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		No Service M-F		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		No Network Service
	Co-op George Hicks			Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Longines Choraliers (108)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Toni Co. One Man's Family (182)
	General Motors Henry Taylor (159)	Mr. & Mrs. North	Top Secret Files *	Best of All
	American Music Hall			
	Voice of Firestone	Lever-Liston Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
		Liggett & Myers Perry Como (195)	Johns Manville Bill Henry 9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
	Camaratta Music Show	Bing Crosby S	Co-op Mutual Newsree	
		9:30-9:55 Amos 'n' Andy Music Hall	Co-op Reporters Roundup	Cities Service Band of America (113) N
	Sammy Kaye	Viceroy Cig. (206)		
	Co-op Headline Edition	Robt. Trout, News Chevrolet (197)	A. F. of L. Harry Flannery (189)	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Mr. Keen	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
	Philco News	Dance Orchestra	Distinguished Artists Series	Two in the Balcony
	Martha Lou Harp			
	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		No Service		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		No Network Service
	Co-op George Hicks			Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	General Mills Silver Eagle	Longines Choraliers (108)	Beltone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	Jack Gregson	8-9:15 Stop the Music (172) Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206)	Treasury Agent *	Toni alt. with Mars People Are Funny
	News S		Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S		Johns Manville Bill Henry 9:05 Spotlight Story	Lux Radio Theater
	Co-op Town Meeting	Bing Crosby S	Co-op Newsreel	
		9:30-9:55 Amos 'n' Andy Music Hall	Search That Never Ends	
	Chr. S. Publ. Co. Irwin D Canham (20)	Robt. Trout, News Chevrolet (197)	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
	Co-op Headline Edition	Mr. Keen	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
	Richard Rendell News	Dance Orchestra	The Army Hour	Listen to Washington
	Edwin C. Hill			
	Ozark Singing Bee S		Co-op Virgil Pinkley	No Network Service
	Singing with the Stars	News	U. N. Highlights	News of the World Morgan Beatty
	Sports Report S	Dance Orchestra		

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		Co-op John T. Flynn	Treasury of Music
11:30	The Christian In Action S	* Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				UN Assignment
12:00 N	Pan-American Union	* The Leading Question '54	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	Man's Right to Knowledge	Wings of Healing Global Frontiers	Youth Wants to Know
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	ReaLemon Th only Tues sust. M sustaining W&F Rockwood	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Allen Prescott	
	Philco, M-W-F Quaker Tues. & Thurs.	Staley, Pet Milk Campana Godfrey (192) R	Johnny Olsen Show	M-W S 10-10:05 M. M. McBride Th & Fri. Gen. Foods (*)
	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Starkist Godfrey (199) R	Co-op Cecil Brown	The Bob Smith Show S
	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Minn. Mining Frigidaire-Arthur Godfrey (198) R	Carl Warren's Guest Time	Miles Labs Break the Bank
	When A Girl Marries (165) Carnation Co.	Kellogg Toni (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Madeleine Carroll Story Time*	C-P Strike It Rich (179)
	Mdrn. Romances M-F Junket half sponsorship	National Biscuit Lever Godfrey (201) R	Florida Calling with Tom Moore	C-P The Phrase that Pays (183)
	Ever Since Eve	Pillsbury & Toni alt. Fri. Pillsbury M-Th	S. C. Johnson News	Second Chance *3-Plan
	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day	No Network Service
	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	
	Valentino	Armour & P&G Wendy Warren (206)	(Miles) Break the Bank	
	Luncheon at the Sheraton	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	
	N. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent	12:20-12:30 Down at Holmesy's	
	N.S.A.	Whitehall-P&G Our Gal Sunday (183)	12:30-1 No Service	No Network Service
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (163)	Luncheon at Sardi's	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News	No Network Service	Skelly Oil This Farming Business (30)
	Co-op No School Today	No Service	9:30-9:35 John Price, News	Co-op Egbert & Ummly 8:30-9:30
		St. Louis Melodies		
	(10-10:30) Table Products, Inc.	Co-op Garden Gate	No Network Service	Serenade to Romance
		* Galen Drake		
	Nestles Alternate wks. Space Patrol (284)	Hunt Club Galen Drake (68)	The Amazing Mr. Whiz	
		Calgon Galen Drake (65) * Nehi (165)	American Travel Guide	
	Platterbrains	Milner (125) Q. Helene Curtis (205)	Conference Call	Roadshow Local Participation
	All-League Clubhouse S	Van Camp (203)	11:30-35 John Price, News	
		* 12-12:30 Romance S	11:35 U. S. Military Academy Band	
	101 Ranch Boys S	Liggett & Myers Gunsmoke (204)	Farm Quiz	Allis-Chalmers National Farm & Home Hour Eastern Standard Stations Only
	American Farmer S	Carter City Hospital (205)	Co-op N. E. Barn Dance Jamboree	Roadshow & Home Hour Eastern Standard Stations only (Central Standard Stations only) (Local Participation)
	Navy Hour S	Tasti Diet Galen Drake	Fifth Army Band	

1:30 PM
1:45
2:00
2:15
2:30
2:45
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15		No Service		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		No Network Service
6:45	Co-op George Hicks			Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	General Mills Silver Eagle	Longines Chroaliers (108)	Gabriel Heatter	Miles Labs News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
8:00	Jack Gregson	8-8:25 Suspense *	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:15	News S			
8:30		Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show
8:45	News S			(*)
9:00	Sammy Kaye	Rosemary Clooney	Johns Manville Bill Henry 9:05 Spotlight Story	Spend A Million
9:15	News S	Bing Crosby S	Co-op News Reel	
9:30	Ralph Flanagan Show S	Amos 'n' Andy Music Hall	Co-op State of the Nation	Where Have You Been
9:45		Robt. Trout, News Chevrolet (197)		
10:00	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
10:15	Richard Rendell News	M-F Dance Orchestra	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
10:30	Edwin C. Hill		Musical Caravan	Jane Pickens Show Co-op
10:45	Front & Center			
11:00	Singing with the Stars	News	Co-op Virgil Pinkley News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15		No Service		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		No Network Service
6:45	Co-op George Hicks			Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Men's Corner	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Longines Choraliers (108)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
8:00	Jack Gregson	8-8:25 Crime Photographer *	Counterspy	Chevrolet Dinah Shore
8:15	News S			Toni Frank Sinatra Show
8:30		Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	(2—Crosley Division Network Participations Dec. 3 & 10 only
8:45	News S			
9:00	Sammy Kaye	Liggett & Myers Perry Como (206)	Johns Manville Bill Henry 9:05 Spotlight Story	Friday with Garroway
9:15	News S	Bing Crosby S	Co-op Mutual Newsreel	
9:30	The World We Live In	9:30-9:55 Amos 'n' Andy Music Hall	Have a Heart	
9:45		Robt. Trout, News Chevrolet (197)		
10:00	Holiday Programs S	Mr. Keen	A. F. of L. Harry Flannery	Gillette Fights
10:15	Richard Rendell S	M-F Dance Orchestra	Manhattan Crossroads Co-op	
10:30	Philco News		London Studio Melodies	Sports Highlights
10:45	Indoors Unlimited			
11:00	Frank & Jackson	News	Co-op Virgil Pinkley News	No Network Service
11:15 PM	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Lou Cioffi	Grunfeld's Musical Almanac	George Hicks News
6:15		Sports Roundup		H. V. Kaltenborn News Co-op
6:30	Co-op Bob Finnegan Sports	Capitol Cloakroom	Report From Washington	The Kingdom Come
6:45	Co-op Sports Afield with Bob Edge		J. Brickhouse —Repeat J. Price—Repeat	
7:00	Show Time Review	Gen. Mtrs., News	Vox Pop Quiz	NBC Travel Bur.
7:15	At Ease	Make Way for Youth		Heart of the News
7:30	Dinner At The Green Room S	Gangbusters	Keep Healthy	College Quiz Bowl
7:45			The Globe-Trotter	
8:00	8:00-8:05 ABC News	Liggett & Myers Gunsmoke (213)	True or False	Conversation
8:15	Dancing Party S			
8:30		Juke Box Jury	Quaker City Capers	(Dec. 11 only) Los Angeles Philharmonic Orchestra
8:45				
9:00		P. Lorillard Two For The Money (209)	Hawaii Calls	Boston Symphony Orchestra
9:15				
9:30		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
9:45		9:55-10 Chevrolet A. Jackson (192)		
10:00	Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Dude Ranch Jamboree
10:15				
10:30	Music	Louisville Orchestra		Pee Wee King Show Co-op
10:45				
11:00	Statler Orchestra	News	Basil Heatter Commentary	News from NBC
11:15 PM		Dance Orchestra	Airmen of Note	No Network Service

SUNDAY

	MBS	NBC
6:00 PM	Lutheran Hour (479)	U. of Chicago Roundtable
6:15	(Herald Healing) Herald of Healing	
6:30		The Catholic Hour
6:45	Bandstand U.S.A.	
7:00		Anthology
7:15	Wonderful City	
7:30		
7:45	CBC Symphony Orchestra	
8:00		
8:15	Riding in the Country	
8:30		
8:45	The Shadow	Inheritance
9:00		
9:15	True Detective Mysteries	
9:30	5:50-6:00 State Farm Mut. C. Brown	Dennis Day Nutrilite Show

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting
6:15		P&G Duz Guiding Light (128)		
6:30	No Network Service	Armour Mrs. Burton (146)	Luncheon with Lopez	No Network Service
6:45	T&Th Charles Antell Show	P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	
7:00	Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	Toni & Bristol Myers Nora Drake (197)	Wonderful City	
7:15		P&G Ivory Fl. Brighter Day (164)		News
7:30	The Martin Block Show 2:35-4	Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R		Woman In Love
7:45		Lever, Kellogg Houseparty * (182) R	Ruby Mercer Co-op	
8:00		Pillsbury MTh House Party Hawaiian F (196) R*		P&G Pepper Young (166)
8:15	Latin Quarter Matinee	Mike & Buff		P&G Right to Happiness (163)
8:30	Betty Crocker M-W-F T&Th Dorese Belc	No Service	No Network Service	P&G Backstage Wife (175)
8:45	Treasury Bandstand 4:30-5	4:55-5 News	Sing a Song of Sixpence	Sterling MWF Toni Tu-Th Stella Dallas (162)
9:00				Sterling M-W-F Toni (Tu-Th) Widder Brown (102)
9:15	Tu&Th Antell Musical Express MWF	No Service	Bruce and Dan	P&G Woman in My House (188)
9:30	The Fred Beck Show S			Miles Labs Just Plain Bill
9:45	Gloria Parker		MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	C-P Lorenzo Jones (191)
10:00	Vincent Lopez		MWF Kellogg Co. Wild Bill Hickok TuTh B. Benson Johnson News	Mr. Jolly's Hotel for Pets Coast Fisheries It Pays To Be Married *3-Plan

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer	Crosley Football Games
6:15		Peter Lind Hayes		
6:30	Co-op Football	TBA	Ruby Mercer (Cont'd)	
6:45				
7:00			Richard Hayes Show	
7:15				
7:30	Chautauqua Symphony		Bandstand USA	
7:45				
8:00	Pop Concerts		Salute to the Nation	
8:15				
8:30	This Week in Washington		Sports Parade	
8:45				
9:00	As We See It	Saturday at the Chase	5:00 Teen-agers Unlimited	
9:15				
9:30			5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.	
9:45			John Price, News	
10:00				Approx. 5:30-6 Roadshow (Local Participation)

broadcast West Coast; TBA to be announced; (R)* repeat performance. Time EST.

ABC—S 5:55-6 p.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F., Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News. (332).
10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and The Human Side of the News (310).
Texas Co. sponsors 13 five minute news programs: Sat. 12 on Sun.

CBS—S:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (48).
3:25-3:30 p.m. MWF Lever—Houseparty 180.
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 181.
3:30-45 p.m., Dole—Houseparty 171.
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191.
Longines-Wittnauer Watch Co., Newscasts
Sat.—News 10:00-10:05 a.m.; 10:55-11:00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.
Galen Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time M-F 10-11:30 a.m.
10-10:15 a.m.; Staley Mfg., M. Th. alt. days; Pet Milk, M. F. alt. days; Glamorene, alt. Fri.
10:15-30 a.m., Campana Sales Co., M.-F. alt. days; Star Kist, M.-F. alt. days.
10:30-45 a.m., Bristol Myers, M. W. alt. F.; Gen. Motors, Frigidaire, Tu. Th.; A. H. Staley Mfg. Co., alt. Fri.
10:45-11:00 a.m., Minn. Mining & Mfg., M. W. alt. Fri.; Kellogg, Tu.-Th.; Adolph's, alt. Fri.
11-11:15 a.m., Lever, M.-W. alt. Fri.; Toni, Tu.-Th.; Kellogg, alt. Fri.
11:15-30 a.m., Pillsbury, M.-Th.; Toni, alt. Fri.; Gen. Motors, Frigidaire, alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-25 p.m.; Sun 5:55-6 p.m.; Mon. Fri. 9:55-10 p.m.
Allan Jackson News, Sat. 1:30-35 p.m.; Sat. 5:30-35 p.m.; Sat. 7:7:05 p.m.; Sat. 9:55-10 p.m.
Longines-Wittnauer Watch Co., Newscasts
Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:15 a.m.; Sat. 12 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M.-W.; Ted Bates
Murine Co. (BBDO), 11-4, S. 16, 19, 25, 29-54.

MBS—
Credit Union Nat'l Assoc. 1:55-2:00 p.m. Sunday
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9:9:05 p.m., M-F, John Manville, Bill Henry
Mon.-Fri. 8:00-8:20 p.m. Programs—Multi-Message Plan Participants—
Lemon Products-Mon., Wed., Fri.
R. J. Reynolds Tob. Co.—M-F.
SOS Co. Mon. & Thurs.
Multi-Message
Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:25-11 a.m.
Mon.-Fri. 12:25-12:30 a.m. S. C. Johnson-News

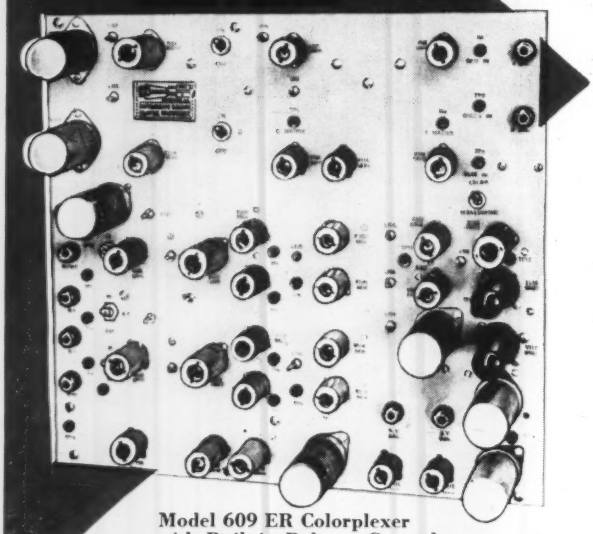
NBC—Three Plan
Fibber McGee & Molly: Prudential, RCA, Armour, Victory.
Second Chance: RCA.
It Pays to Be Married: Reon Sales, Armour.
Great Gildersleeve: Crosley Division.

November 29, 1954

SOLVED! COLOR TV DRIFT PROBLEMS IN COLORPLEXING EQUIPMENT

TELECHROME SHOWS THE WAY

TELECHROME AUTOMATIC BALANCE CONTROL



Model 609 ER Colorplexer with Built-in Balance Control

DELIVERY 30 DAYS

ALL COLORPLEXERS DRIFT

One of the most difficult problems with which the color TV broadcaster is faced is that of drift in the modulator sections of the colorplexer. ALL COLORPLEXERS DRIFT, some more than others, but—

On the average, colorplexers require at least two hours of warm-up time and must be re-balanced a few times during a normal day's operation. Unbalance causes color receivers to "see" the wrong colors. TELECHROME'S new Model 617-BR Automatic Balance Control completely eliminates drift problems and works with ALL TYPES OF COLORPLEXERS REGARDLESS OF MANUFACTURE.

ELIMINATES DRIFT PROBLEMS

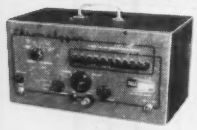
An ingenious circuit locks the entire color encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held, even after weeks of operation.

The Automatic Balance Control holds balance even under conditions where ordinary colorplexers would go completely out of control—tubes may be replaced, room temperature conditions may be varied, line voltages may be changed, manual controls may be turned, tube types may be substituted—NONE of these conditions affects the colorplexer kept under control by the TELECHROME Model 617-BR Automatic Balance Control! WARM-UP TIME IS UNNECESSARY; this alone saves many engineering hours per week. And need for stand-by personnel to reset balance is eliminated.

A memory system is incorporated so that interruptions in signals or switching transients will not interfere with the operation of the correction circuits.

NEW AUTOMATIC BALANCE CONTROL COLORPLEXER

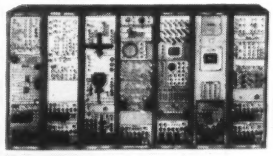
The Model 609-ER Colorplexer is the ONLY unit engineered to incorporate Automatic Balance Control in order to eliminate chroma unbalance components in a color signal and to keep the colorplexer in balance at all times. This new Colorplexer design completely eliminates the necessity for manual adjustment of balance controls.



Chromalyzer Portable Color Bar Generator

Chromascope Vector Display Signal Certification

Phase Slope (Envelope Delay) Curve Tracer



Full facilities Transmits, receives, monitors, analyzes composite color pictures

Literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

(A&A continues from page 36)

covered in surveys taken of tv commercial popularity and noted that already signs were evident that low percentages of people who dislike tv commercials are continually running lower. "Let's remember that the public will really be on our side if we make ourselves just 10% less unpopular," Mr. Baker said.

On referring to misleading advertising, he noted improvements which have been made to get truth in advertising and predicted still further advancements.

Other features of the conference included a talk by John F. Devine, J. Walter Thompson Co., on talent union problems of the broadcast industry, urging more agency people to act as observers during negotiations; sessions on marketing, research, copy and art, public relations-publicity, and trade and industrial facets of the agency business.

PRINT MEDIAMEN PITCH TO AAAA

Newspaper, magazine spokesmen decry all the talk about radio, tv effectiveness.

PRINT media spokesmen made a bid during the media session at the American Assn. of Advertising Agencies Eastern Annual Conference in New York last week (see story, page 33) for less advertiser emphasis on radio and television and more on magazines and newspapers.

Publication speakers at the session were Vernon C. Myers, publisher of *Look* magazine, and J. James Gediman, executive vice president of *The American Weekly* and *Puck, The Comic Weekly*.

Mr. Gediman, while conceding that "radio comes very close to reaching all the homes (96%)," tv claims to reach "72% of the homes" and magazines "around 85% of the homes," declared:

"The dollar volume of advertising in newspapers is greater than that of all weekly, general, women's and farm magazines combined—greater than all radio stations combined—greater than all tv stations combined—greater than all three of these media combined—radio, magazines, tv put together.

"We hear a great deal about sensational results achieved by the tv medium. It would be strange indeed, and an indictment of all advertising, if multi-million dollar investments in one medium alone, for time only, such as Colgate's $11 million in tv, Procter & Gamble's $15 million, Philip Morris' $4 million, Pabst's $2.5 million, did not produce results, although the evidence in some of these cases is by no means conclusive when sales records are calculatingly examined.

"What is frequently forgotten is that both tv and radio tend to be used with thoroughgoing frequency and adequacy. Newspapers and magazines are paid the doubtful compliment that a little goes a long way."

Of advertisers spending $25,000 or more for space or time last year, he said, "you'll find a strange thing." Some 56% of advertisers who used network tv time used it "to the tune of a million dollars or more for time only," he said, and "57% of radio network advertisers used it in million dollar doses—time only," while "only 19% of national newspaper advertisers used a million dollars or more of space and only 11% of magazine advertisers used a million dollars or more."

Noting the Northwestern U. survey (made a few years ago), Mr. Gediman said the findings showed "65% of the women queried would prefer radio without advertising, 61% would prefer tv plain, but 92.4% want their newspaper with advertising.

"Some media speak of 'captive' audiences. Well what in heaven is good about that? I'd rather have a captivated audience."

Mr. Myers claimed magazines in the first six months of 1954 "again led all national media in dollars invested by national advertisers." He said Publishers Information Bureau figures showed $311 million in magazines, $150 million in network tv and $74 million in network radio. The number of homes reached by magazines exceeds by millions the number of homes reached by television . . . . In terms of radio: On the last Nielsen rating figures . . . there was not a single regularly scheduled radio program which was reaching as many as 3 million homes per broadcast," although more than 16 paid circulation magazines go to more than 3 million homes with a combined paid circulation of more than $60 million.

In acknowledging tv's rapid growth as a medium—he pegged the households reached at 60%—Mr. Myers asserted that magazine's rate of growth has been "a little faster" in tv areas as opposed to non-tv areas.

Tv's effect on radio, however, he charged was another matter. He asserted that one cancels out the other in circulation because the average person comes to the point of where there is either a radio or tv set available "and when the person turns on one, the other is automatically excluded." He charged that when a successful "above average" program is built either on radio or tv, every other radio and tv program simultaneously aired "must suffer."

Asserting that tv and radio are financed completely by the advertiser, Mr. Myers said the cost will prove impossible for the national advertisers to continue to support "these media completely in the form, size and number which presently exist." He predicted "aural media" may have to find a way to charge audiences for entertainment and information received by audiences "just as the print media do."

He also criticized "aural media" for not having "documentation of circulation based on paid units." Early excuses of no practical methods to measure radio-tv circulation, he said, are no longer valid.

Geyer Adv. Elects Ballard Executive Vice President

SAM M. BALLARD, who joined Geyer Adv. in 1943 as a vice president and chairman of the agency's account policy committee, has been elected executive vice president and general manager of Geyer Adv., New York, Detroit and Dayton, B. B. Geyer, president, announced last week.

MR. BALLARD

Before joining Geyer, Mr. Ballard was executive vice president, director, and chairman of the management committee of Gardner Adv.

STARTING second year as alternate sponsor of weekly *Annie Oakley* tv film series, Mrs. Laura Scudder (r), president and founder, Scudder Food Products Inc. and Blue Bird Potato Chips Inc., Monterey Park, Calif., signs renewal with the approval of Gail Davis, star of the series, and Jimmy Hawkins (standing), who portrays Tagg. Agency is Mottl & Siteman, Los Angeles.

Simmonds Firm Realigns; Opens New Chicago Offices

REORGANIZATION of Simmonds & Simmonds Inc., with realignment of radio-tv and other accounts, and the opening of new offices at 520 N. Michigan Ave. in Chicago, have been completed by the agency, it was reported the past fortnight.

Agency has been reorganized into Illinois Simmonds & Simmonds Inc., with Phil Tobias Jr. as president, succeeding Phil Tobias Sr., retired. Among the broadcast media accounts now in tow are Gard Industries (Aerosol weatherproof spray), both radio-tv; and Hoffman Sauce Co.; Consolidated Royal Chemical Co. and Nappanee Milling Co., all radio. Stephanie Seeder continues as media (radio-tv) director.

Feature of the reorganization is that two of the agency's former branch offices have emerged as separate agencies—Simmonds & Simmonds of Missouri and Simmonds & Simmonds of Texas, with offices in St. Louis and Dallas-Ft. Worth, respectively. Other branches in Louisville, Nashville and Memphis already have discontinued operation, it was reported. Radio-tv accounts have been allocated to the new corporations.

Amana, Maytag Buy Big Ten Basketball on CBS-TV

AMANA Refrigeration Co. and Maytag Co. have signed as the first two sponsors for telecasts of college basketball, featuring the Big Ten games in the Western Conference, which will be presented on CBS-TV, beginning Dec. 11 (Sat. 3-4 p.m. EST).

CBS said that the programs are open to three sponsors on a shared basis. The series will be carried for 13 weeks. A total of 11 games will be carried, since Christmas and New Year's Day both fall on Saturdays. A network of 57 stations will carry the series.

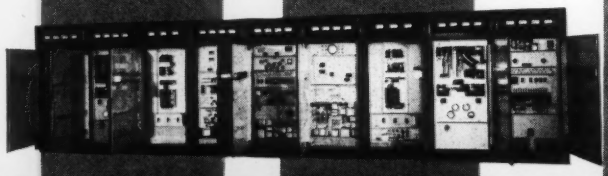
Maury, Lee & Marshall is the agency for Amana. The Maytag agency is McCann-Erickson.

50

for maximum power
and maximum performance
watv made the right choice . . .

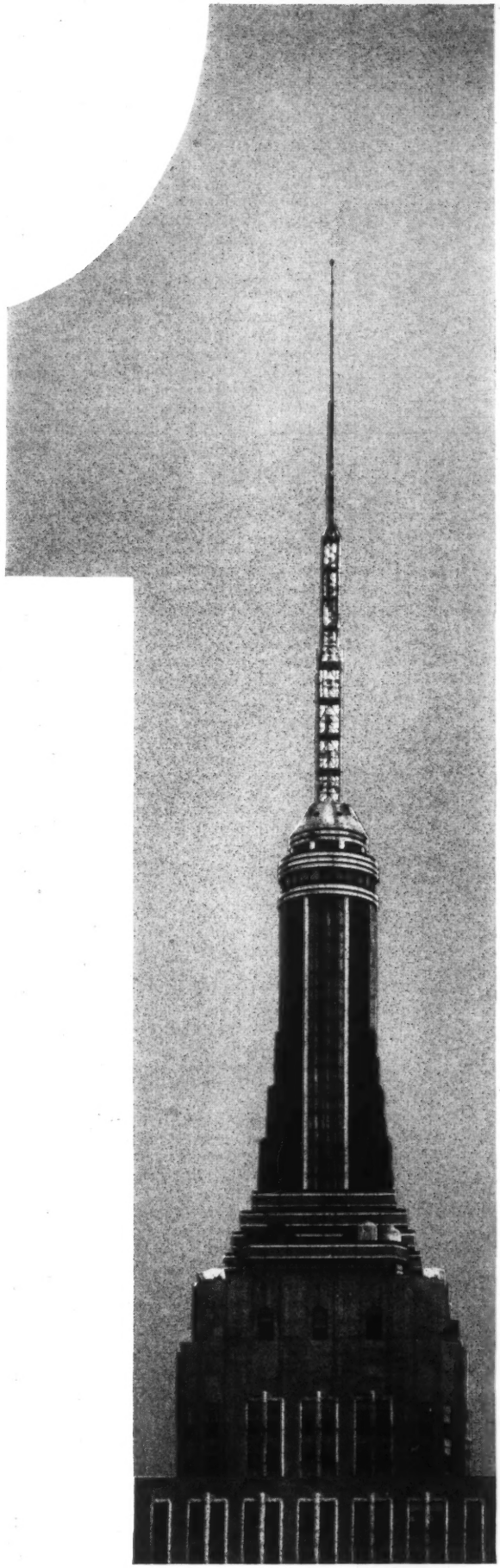
DUMONT® 50 KW
TELEVISION TRANSMITTER

now serving
watv channel 13



DUMONT

TELEVISION TRANSMITTER DEPARTMENT, ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.



st

with

SUPER POWER

316,000 WATTS

EFFECTIVE RADIATED POWER
EQUIVALENT AT 1,000 FEET

from the

EMPIRE STATE BUILDING

it pays to be seen on channel **13**

in Metropolitan
New York • New Jersey

watv

TELEVISION CENTER
NEWARK 1, NEW JERSEY

N. Y. SALES OFFICE
575 MADISON AVENUE
NEW YORK 22, N. Y.

NATIONAL REPRESENTATIVES
Edward Petry & Co.

Radio's Proof: $8,175

RADIO has provided Florida Loan Co., Central Florida loan institution, with its best advertising medium, bringing results far ahead of other types of promotion, the financial institution has informed WLBE Leesburg, Fla.

The institution's own story was told in the following letter to WLBE, summarizing results obtained from media in terms of customers and their business:

"After looking over our report for the month of August, pertaining to our sources of business, it occurred to Florida Loan Co. that you would be interested in what radio is doing for our business as compared to other media.

"The following figures indicate the number of new customers and the source from which they were derived. Most important, we find that approximately one-third of our gross business came directly from radio advertising. Here is the breakdown:

Radio, 53 customers, $8,175
Letters, 19 customers, $3,055
Paper, 3 customers, $380
Signs, 2 customers, $175
Customer recommendations, 54 customers, $9,035
Merchants recommendations, 3 customers, $520

"We appreciate the job Art Raynor is doing for us on *Raynor-Shine* and the extra effort he has put forth to make our program successful."

Florida Loan Co. on June 8 signed a 26-week contract calling for the 7:30-7:45 a.m. portion of *Raynor-Shine*. The segment is occasionally supplemented by spots.

Old Gold's Campus Series

P. LORILLARD Co. (Old Gold cigarettes) has followed the lead of Camels and Lucky Strikes by starting sponsorship of show entitled *Dream Date* on a number of College Radio Corp. stations. CRC, composed of 68 college radio stations, was founded in June 1952 by Ed Hopple and Bob Vance. First advertiser was American Tobacco Co. (Lucky Strike) on 44 stations in September 1952. Firm increased its number of stations to 68 in May this year.

LATEST RATINGS

PULSE

September-October Report

Top 20 Regularly Scheduled Once a Week Shows

		Rating Oct.	Sept.
1.	Dragnet (NBC)	38.0	31.6
2.	I Love Lucy (CBS)	37.8	
3.	Toast of the Town (CBS)	35.6	31.7
4.	Groucho Marx (NBC)	34.4	26.8
5.	Jackie Gleason (CBS)	34.0	
6.	Bob Hope (NBC)	33.0	
7.	Godfrey's Talent Scouts (CBS)	30.6	28.1
8.	Godfrey and His Friends (CBS)	27.9	
9.	Ford Theatre (NBC)	27.6	26.4
10.	Burns and Allen (CBS)	26.9	24.5
11.	What's My Line (CBS)	26.4	25.9
12.	December Bride (CBS)	26.0	
13.	Fireside Theatre (NBC)	25.8	21.7
14.	Mama (CBS)	24.8	24.2
15.	Justice (NBC)	24.7	22.6
16.	Studio One (CBS)	24.7	23.2
17.	This Is Your Life (NBC)	24.6	23.4
18.	Texaco Star Theatre (NBC)	24.3	
19.	Imogene Coca (NBC)	23.5	
20.	I've Got a Secret (CBS)	23.4	21.4

Top 10 Regularly Scheduled Multi-Weekly Shows

		Rating Oct.	Sept.
1.	Perry Como (CBS)	14.5	12.6
2.	Howdy Doody (NBC)	13.9	12.3
3.	Eddie Fisher (NBC)	13.8	10.2
4.	Camel News (NBC)	13.0	10.6
5.	Dinah Shore (NBC)	12.7	
6.	CBS News (CBS)	12.2	
7.	Arthur Godfrey (CBS)	11.5	12.0
8.	Search for Tomorrow (CBS)	11.3	11.0
9.	Guiding Light (CBS)	11.1	10.8
10.	Love of Life (CBS)	10.6	10.7

NIELSEN

Two Weeks Ending Oct. 23, 1954

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	14,721
2.	Bob Hope Show (NBC)	14,133
3.	Toast of the Town (CBS)	14,009
4.	Pabst Blue Ribbon Bouts (CBS)	13,456
5.	Buick-Berle Show (NBC)	12,832
6.	Jackie Gleason Show (CBS)	12,029
7.	You Bet Your Life (NBC)	11,575
8.	Dragnet (NBC)	11,516
9.	Producers Showcase (NBC)	10,795
10.	Max Liebman Presents—Sun. (NBC)	10,736

Per cent of Tv Homes Reached Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (CBS)	52.0
2.	Bob Hope Show (NBC)	50.6
3.	Toast of the Town (CBS)	50.3
4.	Pabst Blue Ribbon Bouts (CBS)	49.8
5.	Buick-Berle Show (NBC)	45.6
6.	Jackie Gleason Show (CBS)	43.9
7.	Dragnet (NBC)	41.1
8.	You Bet Your Life (NBC)	40.5
9.	Producers Showcase (NBC)	38.9
10.	Max Liebman Presents—Sun. (NBC)	38.8

Copyright 1954 by A. C. Nielsen Co.

DINNER celebration of General Motors United Motors Service Div.'s sponsorship of Lowell Thomas' CBS Radio newscasts is attended by (l to r) H. D. Dawson, general manager, Delco-Remy Div., General Motors; Adrian Murphy, CBS Radio president; W. N. Porter, general manager, GM United Motors Service Div.; Mr. Thomas; S. E. Skinner, GM Corp. vice president, and H. G. Little, president, Campbell-Ewald Co.

Major League Baseball Named in Damage Suit

BREACH of contract suit asking $250,000 damages from the baseball commissioner and all American and National League clubs was filed Monday in U. S. District Court, New York, by Portsmouth (Va.) Baseball Corp., minor league team. The team charged the defendants violated a contract by broadcasting and telecasting major league games in territory covered by the Portsmouth franchise.

The minor league team charged this practice has substantially cut paid attendance at its games, bringing financial damage and threatening to make it impossible for the team to continue operating profitably. Papers were filed by Sidney B. Wercheimer, counsel for the Portsmouth team. He was quoted as saying similar suits would be filed by other minor league teams.

AAAA Slates Advertising Exams in N. Y. Area Dec. 4-11

NINTH annual examination for advertising sponsored by American Assn. of Advertising Agencies will be held for the New York area on Dec. 4 and 11 in the Bowman Room of the Biltmore Hotel. The examination schedule was announced at an all-college news conference at the Advertising Club of New York.

Purpose of the examination, according to Sidney Giellerup, vice president of Marschalk & Pratt and chairman of the national AAAA committee on agency personnel, is to assure a constant flow of talent into agencies as well as into the national advertisers' marketing and advertising departments.

The meeting was also addressed by Gwynne Prosser, director of personnel at Young & Rubicam, and E. A. Gray, vice president of Fletcher D. Richards and chairman of the examination committee.

Lehn & Fink Expected to Take Sun. Afternoon 'Lucy' Re-Runs

LEHN & FINK, New York (Lysol and Dorothy Gray products), is expected to sponsor reruns of *I Love Lucy*, under another name, sometime Sunday afternoons on CBS-TV, effective early in the spring [CLOSED CIRCUIT, Nov. 15]. The program will be composed of three years of programs which have run on the Monday night series sponsored by Philip Morris. The Monday night first run originals will continue with Philip Morris and Procter & Gamble as sponsors.

Lehn & Fink, currently sponsoring Ray Bolger, on ABC-TV, will continue with the program until the end of the contract this season. Whether the company will renew the program has not yet been determined. Lennen & Newell, New York, is the agency for Lehn & Fink.

Rheingold Beer Ads Suit Postponed on West Coast

TRIAL DATE in the suit of Beverly Hills attorney Max Gilford against Rheingold Brewing Co., Los Angeles (Liebmann Breweries), charging misleading advertising practices in the use of certain copy phrases [B•T, Oct. 25], was postponed last week until Jan. 6 by Los Angeles presiding Superior Court Judge Philip Richards.

Meanwhile, last fortnight Superior Judge

Arnold Praeger again ruled Mr. Gilford need not answer questions from defense attorney Harry Swerdlow on whether Mr. Gilford was connected with or representing any other brewery in this case.

Mr. Gilford told B•T he had eliminated from his brief his charge that the phrase the Miss Rheingold contest "is America's second largest election" constitutes misleading advertising. This is normal advertising "puffery," he commented.

Asked if he intended to take the case to the Federal Trade Commission after it leaves local courts, Mr. Gilford said he thought the FTC would act "as a matter of course" after the upcoming trial. The FTC does not intervene while civil actions are in progress, he observed.

NBC's Beville Explains Tv Ratings Differences

IN AN EFFORT designed to "clear up confusion" that has arisen this fall because of "wide discrepancies" in fall television ratings, Hugh M. Beville Jr., NBC director of research and planning, conducted a conference for members of the trade press in New York last Tuesday.

Mr. Beville contended that much of the confusion stems from a lack of knowledge on the operations of a particular rating system and what it is set up to prove. He explained the workings of Trendex, Nielsen Television Index, and American Research Bureau, pointing out that Trendex covers only 10 large cities in the U. S. while Nielsen and ARB function as national services.

Because of these differences, Mr. Beville continued, Trendex ratings cannot be compared against Nielsen or ARB ratings. He added that each of the three tv rating services has "virtues" but decried efforts to pit one against the other as a means of showing superiority of a particular program over another.

Market Man Chides Tactics Of 'Fringe' Radio 'Leeches'

BLUDGEONING tactics of a few "fringe" radio people, who demand a share of cooperative food advertising without offering comparable advantages, is keeping many market advertisers out of radio, Perry Burnside, advertising and merchandising manager of Shopping Bag Markets, Los Angeles supermarket chain, told members of the Southern California Broadcasters Assn. a fortnight ago.

Radio "is robbing itself of a tremendous volume of business" by permitting such tactics, Mr. Burnside continued, hinting that "the leeches" should be cleaned out by the industry itself.

As speaker on a food industry panel, Mr. Burnside told SCBA members that Shopping Bag Markets use saturation radio spots to build up a schedule of four events annually. However, radio's biggest advantage is that it "spreads out" supermarket sales, he said.

William Winterable, merchandising manager, CBS Radio Housewives' Protective League, stated as the three principal jobs radio performs: (1) getting the public into the market, (2) getting the advertising message to all types of people at all times of the day, and (3) getting the out-of-home listeners.

Westinghouse Radio-Tv Div. Names Sullivan Radio Sls. Mgr.

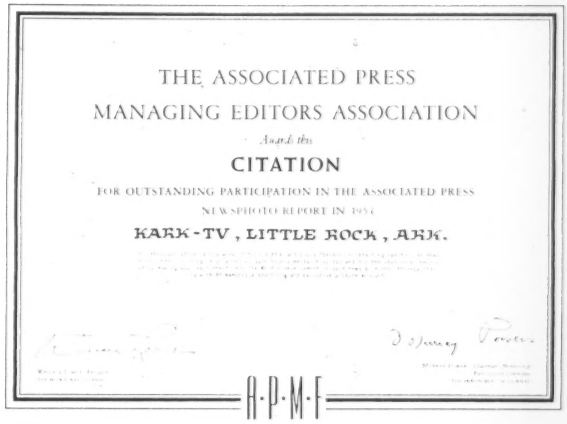
PROMOTION of Frank A. Sullivan to radio sales manager and Rod Kershenstein to sales promotion manager of Westinghouse television-radio division, Metuchen, N. J., has been announced by the company.

Mr. Sullivan succeeds R. J. McCusker, now eastern regional manager of the Westinghouse tv-radio division with headquarters in New York. Before joining Westinghouse in Jan. 1954, Mr. Sullivan was associated with Magnavox and the Walter Baker Division of General Foods.

Mr. Kershenstein was formerly district manager in Chicago for Westinghouse tv-radio division. He has been with the organization since 1953. Prior to his Westinghouse association, Mr. Kershenstein was radio-tv sales manager for McCaffrey Co., South Bend, Ind., Westinghouse distributor.

MR. SULLIVAN MR. KERSHENSTEIN

"For Superlative Camera Work in obtaining Spectacular News Film.."



EDWARD PETRY AND CO. INC.
NATIONAL REPRESENTATIVE

NBC AFFILIATE

KARK-TV
CHANNEL 4
LITTLE ROCK ARKANSAS

ELIZABETH POWELL, Geyer Advertising Inc., New York, is handed a $100 check by Tom Longsworth, sales manager of WOWO Fort Wayne, Ind., for making the closest estimate of WOWO mail for the first eight months of 1954. Don Gill of the same agency won a Westinghouse portable radio in the contest. At the presentation are (l to r): Russel Woodward and Dan Moseley, Free & Peters, station representative; Mr. Longsworth; Mrs. Powell; Mr. Gill, and Carl Vandagrift, WOWO station manager.

N. Y. Firm Founded to Advise On Color Tv Package Designs

ESTABLISHMENT of a design organization named Video Colors Inc., New York, to serve advertisers who use or plan to use color television was announced last week by Lester Lewis, one of the organizers of the firm.

Video Colors Inc., which has opened offices at 11 E. 48th St., will be staffed by a team of color specialists, electronic experts and package designers, according to Mr. Lewis. He said it is the first organization created "solely to stage-manage the presentation of products on color tv and where necessary to alter or create new package designs for this demanding medium."

In explaining the reason for setting up the new organization, Mr. Lewis, who has been actively engaged in tv production for eight years and in personal management for more than 20 years, stated:

"The color tv camera does not necessarily see the same color effects as the human eye. Some problems can be handled by the experienced color mixer, the electronics engineer in the studio, but much can be accomplished for the color-wise advertiser by preparing his product in advance."

Nielsen Signs 60 Firms For Local Audience Figures

OVER 60 subscribers from the network, station, advertiser and agency fields currently are taking the new standard local broadcast audience measurement service offered by A. C. Nielsen Co., the market research organization reports.

Beginning with November measurements, subscribers will have access to a localized radio and tv service in Nielsen Station Index reports, which the firm describes as "The Big Payoff" for the advertiser. First reports are due next February.

Nielsen notes that NSI will report all dimensions of station performance "necessary to evaluate each local purchase" and that the advertiser no longer will be "limited to a popularity index, to a city-only measurement or to some portion of the audience most convenient to measure. Audited numbers of delivered homes and people will make cost per thousand a certainty—not a matter of projection or conjecture."

$37,000 in Cars Sold

EXPENDITURE of $664.50 by Norton Buick, Oklahoma City, in 85 one-minute spots and eight 15-minute programs over KTOK Oklahoma City, produced, in 8½ days, $37,000 in sales of used cars which newspaper classified advertising had failed to move off the lot, according to KTOK.

Expense to the dealer for the sales was $11.44 per car or 1.8% of the gross. The goal set by Norton Buick was $35,000 in sales during 17 days at a cost of $2,000. Thus the gross sales goal was topped in half the stipulated time at one-third the proposed cost.

National Gypsum Buys in 19

PURCHASE by the National Gypsum Co., Buffalo, of *The Greatest Drama* tv film series in 19 markets for a 26-week period, starting in February, was announced last week by Peter Robeck, general manager of the film division of General Teleradio Inc. The cities are Cleveland, Dallas, Houston, Kansas City, Louisville, Memphis, Milwaukee, Minneapolis, Oklahoma City, Atlanta, Rochester, Birmingham, Charlotte, New York, St. Louis, Philadelphia, Indianapolis, Pittsburgh and Buffalo. Agency for National Gypsum is BBDO.

BBDO Elects Schmelzer

ROBERT H. SCHMELZER, account executive in charge of the Trans World Airlines account, has been appointed a vice president of BBDO, Ben Duffy, president of the agency, announced last week.

AGENCY APPOINTMENTS

Whirlpool Corp. (home laundry appliances), St. Joseph, Mich., appoints Kenyon & Eckhardt, Chicago, as national consumer advertising agency.

Record Rack Service (phonograph record merchandisers through supermarkets, drug stores, chain and variety stores), L. A., names Clifford Gill Agency, Beverly Hills, Calif. Radio-tv will be used. **Dorothy Gill** is account executive.

DorCana Cosmetics Co.; Acme Poultry Co.; Kan-O-Liner Co. (disposable plastic garbage can liners); **Pacific Waxed Paper Co.; Pay 'N Save Drugs; Tradewell Stores Inc.** (retail food); **Seattle Kitchen Center** (kitchen modernization); **Smyth Van & Storage Co.; Golden Grain Macaroni Co.; Layrite Concrete Products Co.** (concrete blocks); **Calif. Sandstone; Seidelhuber Iron & Bronze Works Inc.** ("CarBana" prefabricated metal car port), all Seattle, have appointed Pacific National Adv. Agency, same city.

Eli Lilly & Co. (pharmaceuticals), Indianapolis, Ind., appoints Gardner Adv. Co., St. Louis, for agricultural products.

Elliott Bay Lumber Co., Seattle, has appointed Ruthrauff & Ryan, same city, for Woodtape Plywood Edging, new product to be distributed nationally.

AGENCY SHORTS

Pacific National Adv. Agency, Seattle, has opened San Francisco office at 48 2d St., with Roger Wurtz as manager.

Sheriff-LeVally Inc., Chicago, announces change of name to Walker B. Sheriff Inc. following resignation of Norman W. LeVally, who moved to Leo Burnett Co., same city.

Darwin H. Clark Co., L. A., has moved to 1145 W. 6th St.; telephone: Madison 5-2441.

Pacific Western Adv. Agency, Pomona, Calif., has moved to 281 S. Thomas St.; telephone: Lycoming 9-4112.

The Kemble Co., Santa Barbara, Calif., moves to 109 E. De La Guerra; telephone: Santa Barbara 2-3819.

A&A PEOPLE

Raymond G. Simmons, executive vice president, Meldrum & Fewsmith, Cleveland, elected chairman of board; **E. Theodore Morris,** executive vice president, elected president, succeeding **G. Harry Guest,** who retires Dec. 31; **James C. Clawson,** vice president, elected director and secretary; **Herbert W. Cooper,** vice president, elected director; **Joseph Fewsmith Jr.** elected treasurer; **Andrew B. Meldrum,** vice president and manager export dept., elected general manager.

Carl S. Hallauer, executive vice president, Bausch & Lomb Optical Co., Rochester, N. Y., elected president, succeeding **Joseph F. Taylor,** who has been named chairman of board, succeeding **M. Herbert Eisenhart,** who has been made honorary chairman.

Tom Mullins, Irwin-Los Angeles, Beverly Hills, Calif., elected vice president.

Reginald G. Carey, account executive, Campbell-Ewald Inc., Detroit, appointed vice president.

Carl Gauk, formerly director of marketing and

Immortalizing the instrument...

For the "Instrument of the Immortals" . . . all great instruments and voices, there are now magnetic recording tapes of matching quality. They are Soundcraft Tapes, created by engineers with the maximum of recording experience.

We believe them to be the world's finest tapes, because Soundcraft Tapes *alone* combine:

- Constant depth oxide for uniform middle- and low-frequency response.
- Micro-Polished® coating, a patented Soundcraft process that eliminates unnecessary head wear and gives uniform high-frequency response right from the start.
- Pre-Coated adhesive applied directly to base—anchors oxide, no flaking, cracking.
- Surface-lubrication on *both* sides! No friction, no chatter, no squeal.
- Chemical balance throughout to prevent cupping, curling, peeling, chipping.
- Uniform output of ±¼ db. within a reel, ±½ db. reel-to-reel.

SOUNDCRAFT TAPES FOR EVERY PURPOSE

Soundcraft Red Diamond Tape for all high-fidelity recording.

Soundcraft Professional Tape for radio, TV and recording studios. Splice-free up to 2400 feet. Standard or professional hubs.

Soundcraft LIFETIME® *Tape* for priceless recordings. For rigorous use. For perfect program timing. DuPont "Mylar" Polyester Plastic base. A third as strong as steel. Store it anywhere. Guaranteed for a lifetime!

Get the Soundcraft Recording Tape *you* need today. Your dealer has it.

REEVES

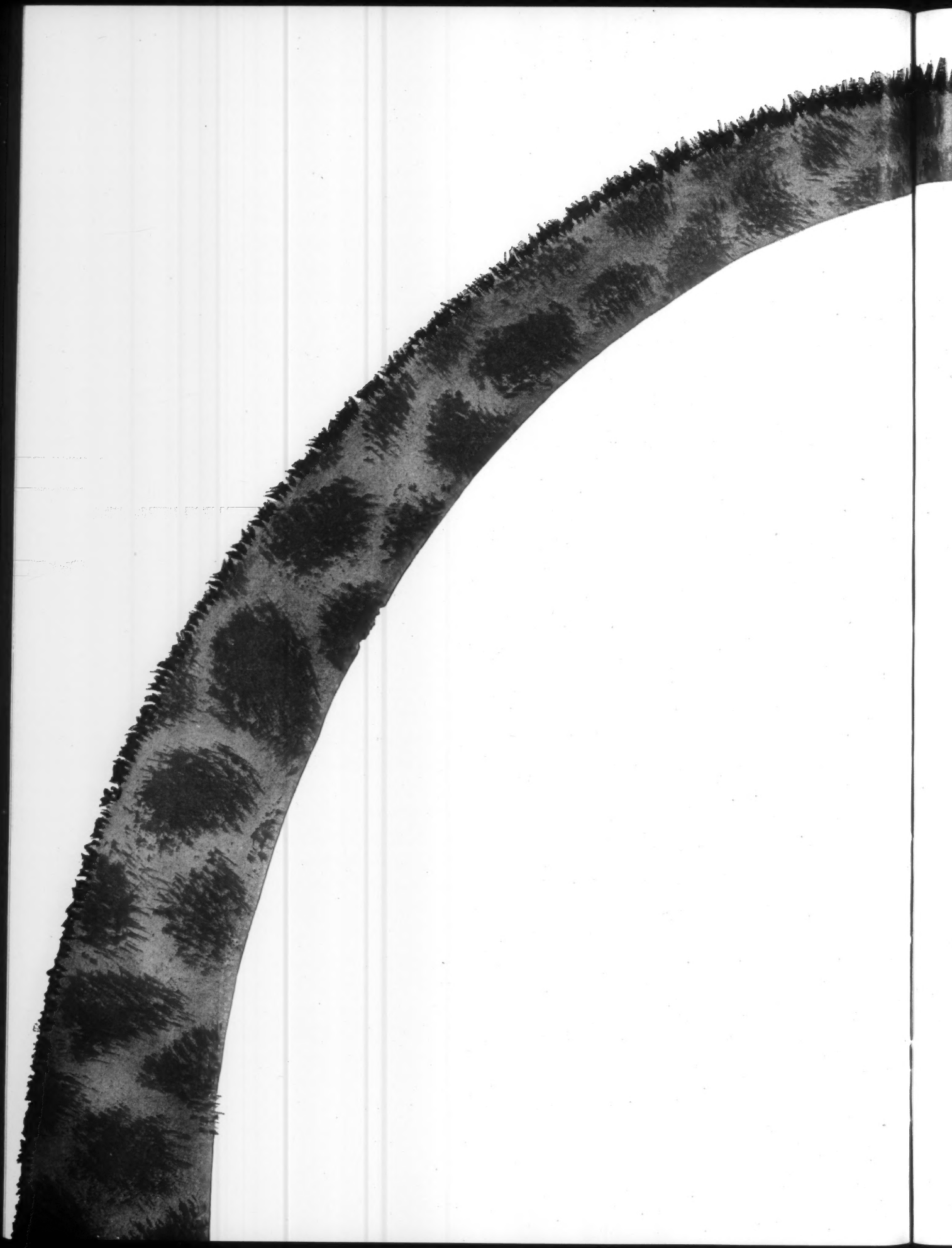
SOUNDCRAFT

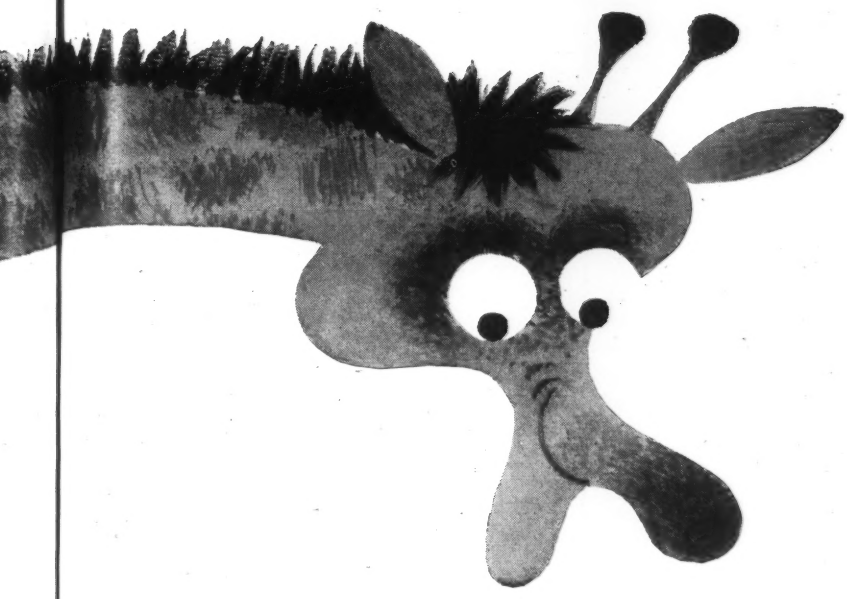
CORP. Dept. "Q 10"

10 East 52nd St., N. Y. 22, N. Y.

FOR EVERY SOUND REASON

THE WORLD'S FINEST TAPES . . . YET THEY COST NO MORE





To make a long story short...

Look, we've been hollering all over the place about BROADCASTING YEARBOOK & MARKETBOOK. Now the bell tolls and *close!* Dec. 15th's the *absolute, final* deadline for copy; *your* copy and that of any other wide-awake man or woman in Radio. Remember we said, and said, and said—"you're not in radio if you're not in BROADCASTING YEARBOOK"?

The hundreds of radio advertisers who are in BROADCASTING YEARBOOK, are going to be up to their hips for the year 1955 in the greatest, most fruitful and dominant medium in the broadcast industry; a book as close to and as necessary as the telephone to everyone who's anyone day after day in the radio industry. Remember—it's the *last* call for the single most profit-making advertising investment you can make for 1955.

call, write, or wire now—

BROADCASTING YEARBOOK & MARKETBOOK
1735 DeSales St., NW
Washington 6, D. C. ME 8-1022

research, Geare-Marston Inc., Phila., appointed vice president and director of service.

Vick Knight, owner, former Vick Knight Agency, L. A., to Century Records Inc., same city, as director and vice president in charge of advertising and distribution.

Bob Neely to W. Wallace Orr., Phila., in executive capacity.

Frank Yahner, formerly with Biow Co., N. Y., and Young & Rubicam, N. Y., to Needham, Louis & Brorby, Chicago, as vice president and supervisor on Campbell Soup Co. account. Mr. Yahner's new affiliation was incompletely reported B•T Nov. 22.

Albert M. Behrens, formerly advertising director, Coty Inc. (cosmetics), N. Y., to Dancer-Fitzgerald-Sample, Chicago, as account executive.

Arthur A. Kattan, assistant advertising manager, Louis Milani Foods Inc., L. A., appointed advertising manager, succeeding **Joseph J. Hoffman.**

Richard J. Turner, advertising and sales promotion manager, Ford tractors for Pacific Northwest and Alaska, to Don Dawson Co., Portland, Ore., as sales promotion and advertising director on industrial and automotive accounts.

Raymond E. Miller, merchandising executive, Needham, Louis & Brorby, Chicago, appointed sales promotion manager, dealer development department, Norge Div. of Borge-Warner Corp., same city.

Robert F. Kaufmann appointed director of public relations and sales promotion, Thor Corp. (washing machines, dryers), Chicago.

Frank Sullivan, public relations consultant, Southern Calif. Gas Co., L. A., named director of public relations.

Robert E. Tyriver appointed director of merchandising, Town Adv., Phila.

Eugene B. Colin, formerly with Schwimmer & Scott, Chicago, to Phil Gordon Agency, same city, as director of merchandising.

A. P. Fontaine, designer-engineer, Bendix Aviation Corp., Detroit, Mich., appointed director of engineering; **Dr. A. C. Hall,** technical director, research labs, Bendix Aviation, appointed research labs general manager; **Ward R. Schafer,** formerly partner, Schafer-Wright Inc. (wholesale tv receiver distributors), Portland, Ore., appointed West Coast regional manager, tv and broadcast receiver div., succeeding **Bartley C. Furey,** who has been named assistant sales manager of division, headquartering in Baltimore.

Ralph M. Bryant, account management staff, James Thomas Chirurg Co., Boston, transfers to facts div., N. Y., as assistant marketing manager.

Mary Creely appointed Chicago representative, Richard Manville Research, N. Y.

Raymond S. Reinhart, formerly director of art & producer, Lavenson Bureau of Adv., Phila., has formed Raymond S. Reinhart & Co. (design, art, production services) in PSFS Bldg., same city.

Walter Bowe, NBC, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as radio-tv timebuyer.

Norman H. McMillin to plans-merchandising staff, N. W. Ayer & Son, Phila.; **Robert A. Mortensen** to service staff; **Marianne Baer,** radio-tv writer and producer, to copy staff, radio-tv dept., agency's N. Y. office.

John F. Tucker Jr. to creative staff, Harry P. Bridge Co., Phila.

John Campbell Smith, freelance fiction writer, to copywriting staff, Lewis & Gilman Inc., Phila.

T. Pierce Hunter, formerly with Lewis & Gilman, Phila., to public relations staff, Gray & Rogers, same city.

Hugh Beatty, formerly with Swift & Co., Sioux City, Iowa, to Century Food Markets Co., Youngstown, Ohio, as assistant meat merchandiser for Century Foods 17-store supermarket chain.

Curtis R. Winters, formerly vice president, Simmonds & Simmonds, Chicago, to McCarty Co., same city.

Everett R. Castle Jr., creative dept., BBDO, Cleveland, to McCann-Erickson, same city.

Christopher Cross, director of public relations, Grey Adv., N. Y., has edited new pocket book entitled "A Minute of Prayer," containing prayers of all faiths for every occasion.

Robert G. Swan, radio-tv vice president, Joseph Katz Co., Baltimore, has written book and music and lyrics of musical comedy, "On Our Way."

Alvin Q. Ehrlich, vice president and partner, Kal, Ehrlich & Merrick Adv. Agency, Washington, elected chief barker, Variety Club of Washington, tent no. 11, and to club's board of governors and will serve as 1955 international canvasman.

A Christmas Buy

COOPERATION from 36 retail department stores in 35 cities across the country has been gained toward the promotion of the "First Annual Christmas Shopping Festival," a holiday feature of *Home,* NBC-TV's morning program. The promotion is to get underway today (Monday).

Until Christmas eve, *Home* will point out daily gift suggestions for various individuals on the viewer's Yuletide shopping list and each day will include specific merchandise available at department stores cooperating in the plan. Store names will be mentioned on the program currently carried by 75 stations.

The stores will distribute to their customers more than 1 million handbills calling attention to the daily shopping feature on the show. Newspaper features, window and interior displays will also be used to back promotion at the retail level.

100% Spot Saturation

TO PROMOTE a Thanksgiving weekend sale, Pomeroys, Wilkes-Barre, Pa., department store, used a 48-hour saturation campaign of 492 announcements, placed on all stations in the market. An unusual feature of the campaign was that 63 individual items of merchandise were advertised with 63 different scripts, each broadcast from five to ten times and all carrying the general sale theme.

SCREEN GEMS SETS EXPANSION PROGRAM

Divides country's tv markets among sales personnel for expanded operations. Seven sales areas created.

EXPANDED operation of its sales staff and division of the country's tv markets among sales personnel have been announced by John H. Mitchell, vice president in charge of sales, Screen Gems Inc., tv subsidiary of Columbia Pictures Corp.

Seven sales areas have been created: eastern sales division with Robert Brahm, sales manager, headquartering in New York and assisted by George Burgess. The area includes upstate New York, Connecticut, Massachusetts, Vermont, New Hampshire, Rhode Island, Maine, Pennsylvania, Maryland and Washington, D. C.

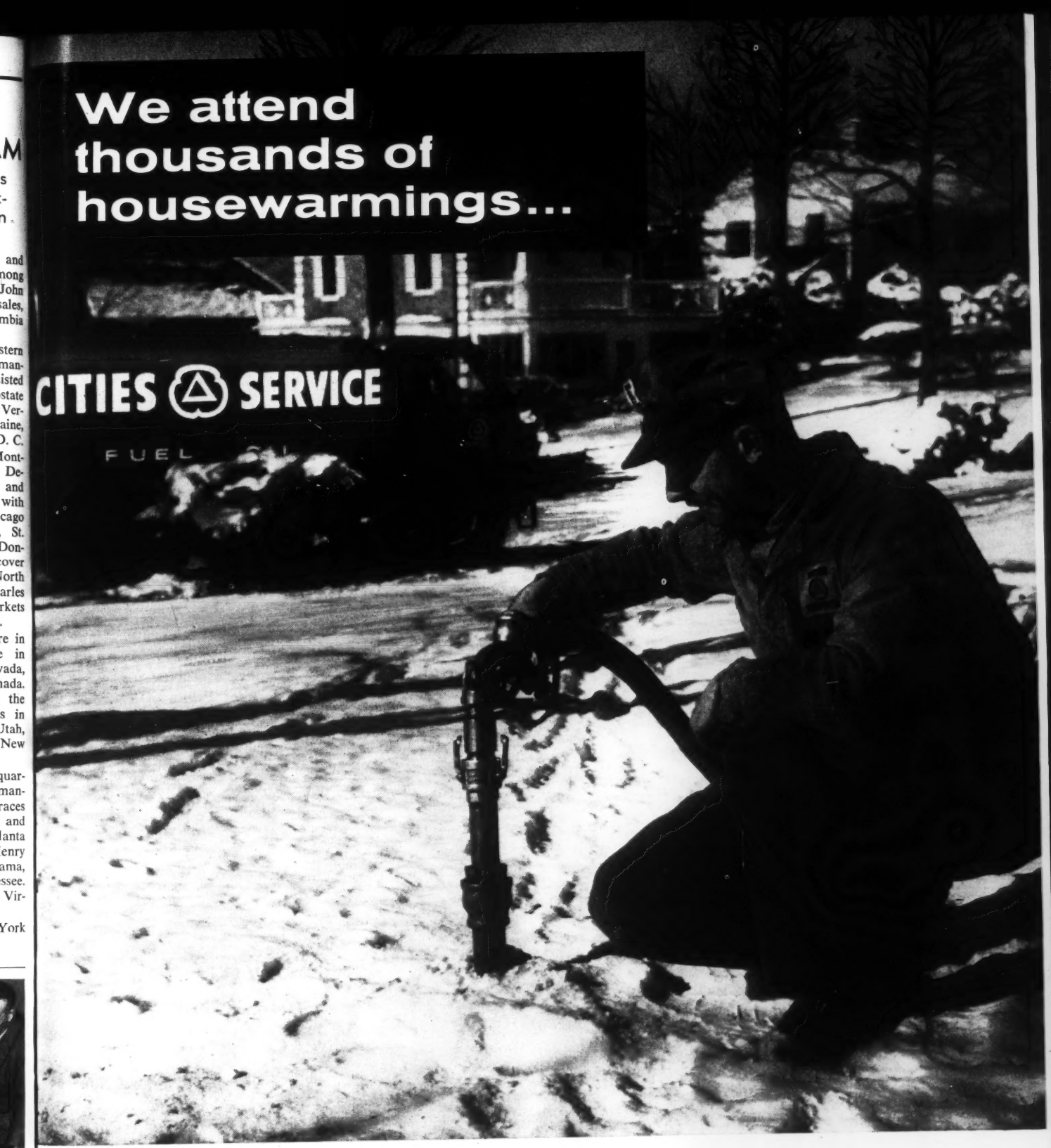
Central sales division, with Ernest Montgomery, sales manager, headquartering in Detroit, embraces Ohio, Michigan, Indiana, and West Virginia. Mid-western sales division, with John Nilson, sales manager, takes in Chicago (headquarters), Minneapolis, Milwaukee, St. Louis, Omaha and Des Moines. Robert Donnelly, also with the Midwest office, will cover other markets in Wisconsin, Minnesota, North Dakota, South Dakota and Iowa, and Charles William Ferguson will take additional markets in Illinois, Nebraska, Missouri and Kansas.

Western sales division's headquarters are in San Francisco with Richard Dinsmore in charge. The area includes California, Nevada, Oregon, Washington, and western Canada. Assisting him, Thomas Seehof will take the Rocky Mt. sales area with headquarters in Salt Lake City. The territory includes Utah, Wyoming, Montana, Idaho, Colorado, New Mexico and Arizona.

Southwestern sales division, with headquarters in Dallas and with John Wilson, sales manager, assisted by Frank Browne, embraces Arkansas, Texas, Louisiana, Oklahoma and Memphis. Southeastern division, with Atlanta the headquarters, will be managed by Henry Gillespie, covering markets in Florida, Alabama, Georgia, Mississippi and parts of Tennessee. C. Wylie Calder, with that office, handles Virginia, North Carolina and South Carolina.

Seventh division is metropolitan New York with Andrew P. Jaeger, the sales director.

BUYING MCA-TV's syndicated film *The Guy Lombardo Show* for Seale-Lily Ice Cream Co. presentation over WLBT (TV) Jackson, Miss., is A. E. Chunn (c), vice president of the company. Looking on are S. F. Gentry (l), WLBT commercial manager, and (r) Maurice Thompson, program director and vice president, Lamar Broadcasting Co., station licensee.



Homeowners and plant managers bought more than 1,103,000,000 gallons of our fuel oil last year—more than ever before.

CITIES SERVICE

A Growth Company

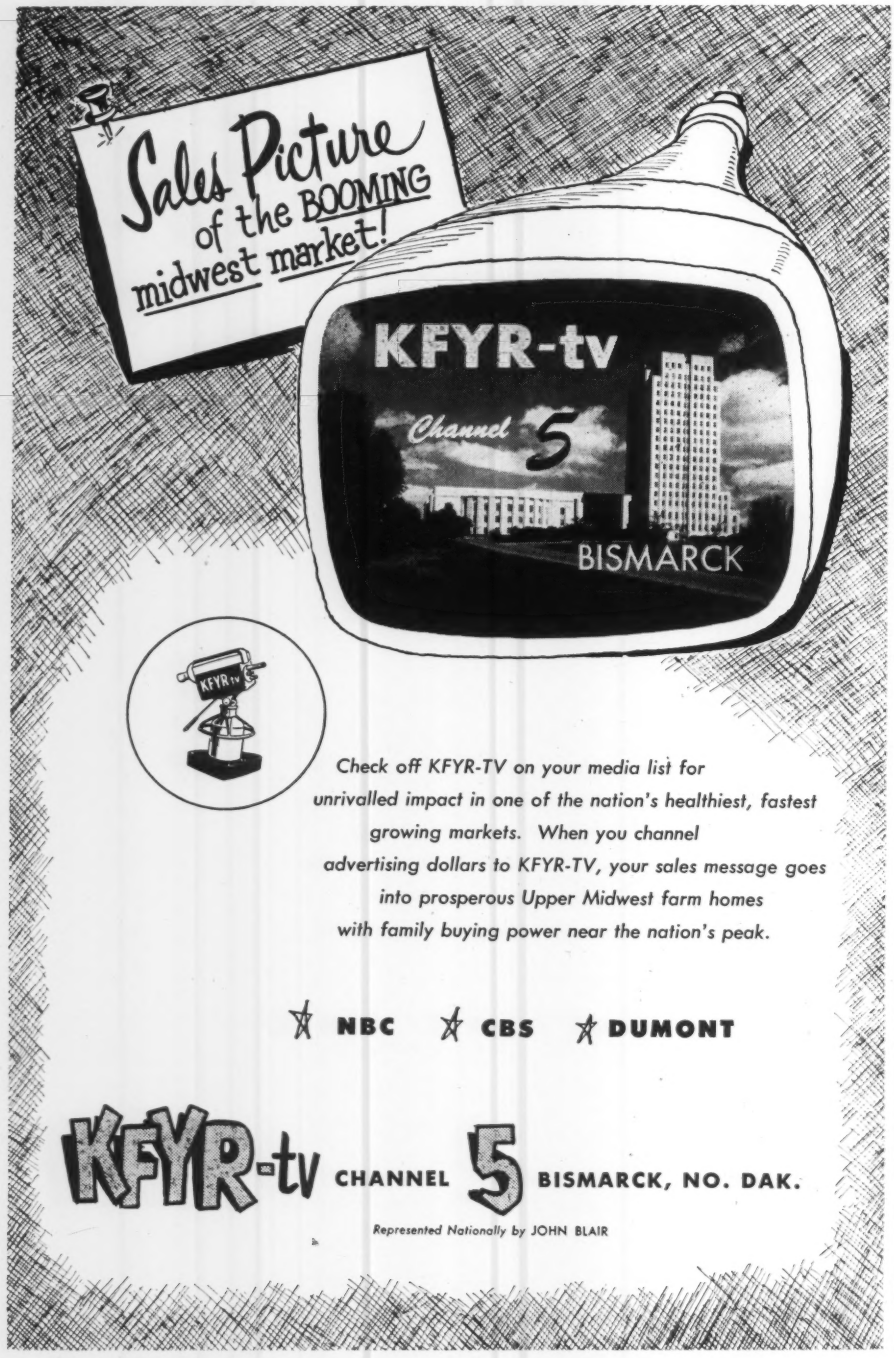
UTP Starts Fifth Year With Special Sales Drive

A SPECIAL sales drive to launch United Television Programs' fifth year was inaugurated a fortnight ago, according to Wynn Nathan, vice president in charge of sales, who revealed that the production cost of UTP products has risen from $884,000 in 1950 to approximately $10 million for 1955. More than a million dollars was invested in UTP shows for the first time in 1952, he added.

During UTP's four years the branch exchanges have been increased from three to 14 and the personnel quadrupled, Mr. Nathan declared.

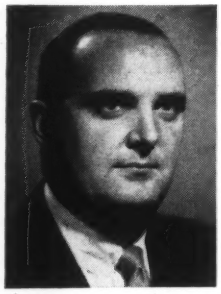
Cash prizes will be awarded in the sales drive, he revealed, with quotas assigned in accordance with maximum possibilities in each market.

Also in progress by the distribution firm is a full-scale exploitation tour for Thomas Mitchell to promote *Mayor of the Town*. Being utilized are guest personal appearances, civic ceremonies, autograph sessions, etc., which have hitherto been reserved for motion picture premieres. This has been designed despite the pre-release sales totalling more than $600,000, Mr. Nathan said. Covering 56 markets, sponsors set for the series include Richfield Oil Co. in 11 western states, Kennicott Copper in the inter-mountain area, Schmidt Brewing Co. in Pennsylvania, Sealtest Dairy in Tennessee, Gill Coffee in Viginia, 711 Stores and United Gas in Texas, Standard Humpty Dumpty Stores in Oklahoma, Meister Brau Beer in the Midwest and Occidental Flour in Minnesota, North Dakota and Montana.


Sales Picture of the BOOMING midwest market!
KFYR-tv
Channel 5
BISMARCK
KFYR tv
Check off KFYR-TV on your media list for unrivalled impact in one of the nation's healthiest, fastest growing markets. When you channel advertising dollars to KFYR-TV, your sales message goes into prosperous Upper Midwest farm homes with family buying power near the nation's peak.
NBC CBS DUMONT
KFYR-tv CHANNEL 5 BISMARCK, NO. DAK.
Represented Nationally by JOHN BLAIR

Woodburn Heads Detroit Unit Of Van Praag; N.Y. Changes

ROBERT WOODBURN has been appointed vice president in charge of the newly-opened Detroit office of Van Praag Productions, tv film production firm. Detroit offices, located at 2301 Dime Bldg., have been established "to keep abreast with the widening production requirements in television, industrial and program films," according to William Van Praag, president of the company.



MR. WOODBURN

Realignment of the Van Praag staff in New York also was announced by Mr. Van Praag. Marc S. Asch, production head, has been elected executive vice president. Gilbert Williams, New York production manager, is now director of production and Sidney Kupfershmid has been promoted to head of the creative department.

Mr. Woodburn has acted as writer, director and producer for over 200 industrial motion pictures and film strips. He has also produced and directed feature films. In television, he produced and directed at WBKB (TV) Chicago.

Allan Inc. Studio Sues For Fraudulent Conspiracy

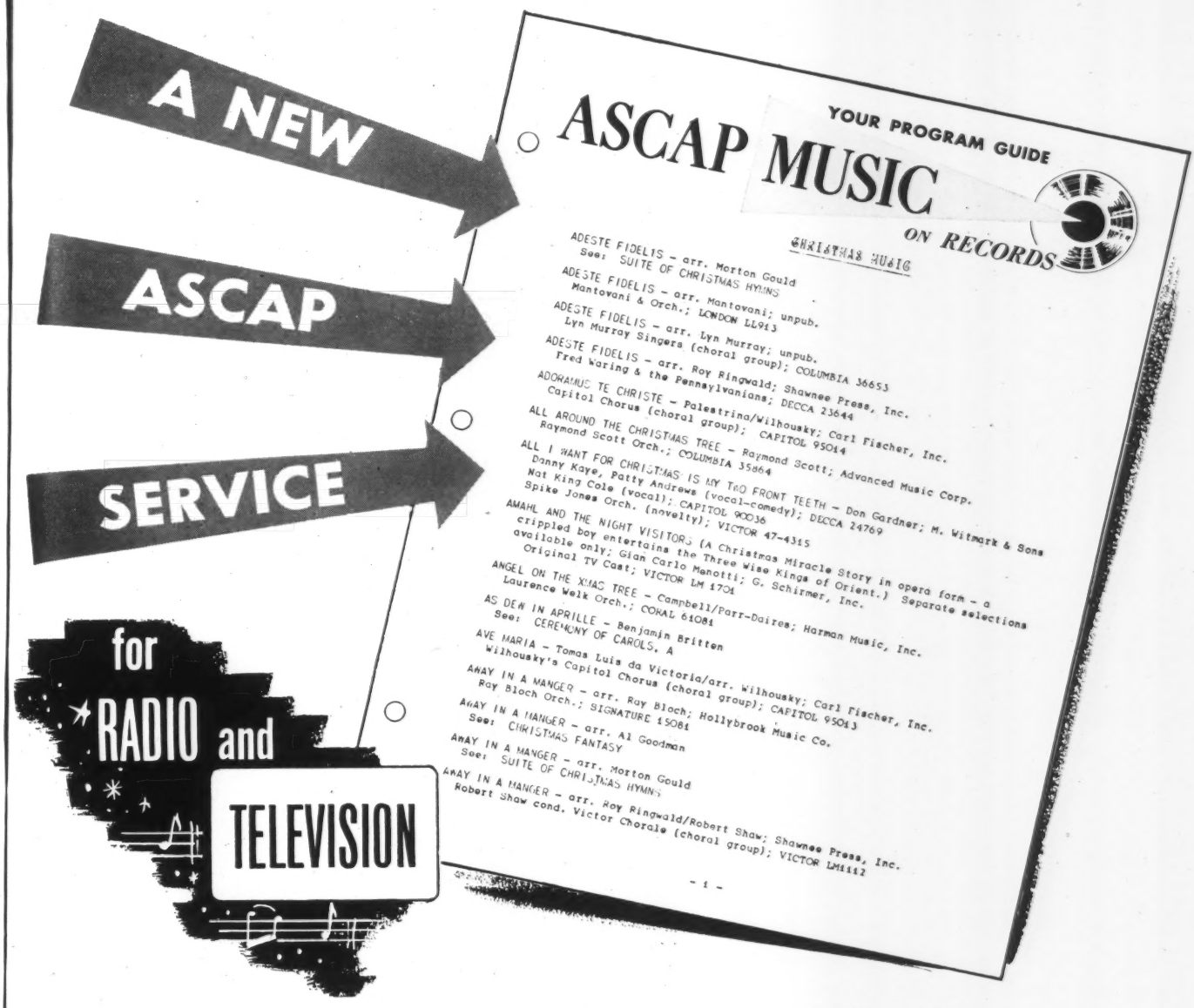
A SUIT has been filed in Los Angeles Superior Court against A. C. Burger, St. Louis automobile dealer, and Paul F. Glass, mortician, by Ted Allan, motion picture cameraman, and his wife, Jeanne, charging fraudulent conspiracy to gain control of Ted Allan Inc., Hollywood motion pictures and tv film studio. The plaintiffs, who ask $364,894, claim they leased, remodeled and equipped the studio under a partnership formed with Mr. Burger last February. At that time, the complaint adds, it was agreed to convert the business into a corporation with 1,250 capital shares. The Allans were to receive 675 shares, Mr. Burger 75 and 500 were to be sold at $100 per share, at least 200 of which Mr. Burger reportedly promised to buy.

Mr. Burger with the aid of Mr. Glass, who was made assistant secretary, took 450 shares, refused to put any of the 500 on sale and assigned only 300 to them, according to the plaintiffs. Mr. Burger was able to take full control, according to the Allans, by threatening to throw the corporation into bankruptcy and destruction of original minutes.

The plaintiffs further charge they have been

Pappy Promotion

SALES promotion kit by Ziv Television Programs Inc. for sponsors of the coming *Eddie Cantor Comedy Theatre* is encouraging firms which purchase the series to stage a "five daughters contest" in cities where the show will be seen. The kit outlines the proposed contest suggesting the offer of an Eddie Cantor Achievement Award to five-daughter families such as Mr. Cantor's. Along with details on backing the contest with radio-tv spots and newspaper ads, the kit also contains plans for an Eddie Cantor Club for fathers of five girls with the motto "we're outnumbered but we love it."


A NEW
ASCAP
SERVICE
for
RADIO and
TELEVISION
YOUR PROGRAM GUIDE
ASCAP MUSIC
ON RECORDS
CHRISTMAS MUSIC
ADESTE FIDELIS - arr. Morton Gould
See: SUITE OF CHRISTMAS HYMNS
ADESTE FIDELIS - arr. Mantovani; unpub.
Mantovani & Orch.; LONDON LL913
ADESTE FIDELIS - arr. Lyn Murray; unpub.
Lyn Murray Singers (choral group); COLUMBIA 36653
ADESTE FIDELIS - arr. Roy Ringwald; Shawnee Press, Inc.
Fred Waring & the Pennsylvanians; DECCA 23644
ADORAMUS TE CHRISTE - Palestrina/Wilhousky; Carl Fischer, Inc.
Capitol Chorus (choral group); CAPITOL 9014
ALL AROUND THE CHRISTMAS TREE - Raymond Scott; Advanced Music Corp.
Raymond Scott Orch.; COLUMBIA 35864
ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH - Don Gardner; M. Witmark & Sons
Danny Kaye, Patty Andrews (vocal-comedy); DECCA 24769
Nat King Cole (vocal); CAPITOL 90036
Spike Jones Orch. (novelty); VICTOR 47-4315
AMAHL AND THE NIGHT VISITORS (A Christmas Miracle Story in opera form - a crippled boy entertains the Three Wise Kings of Orient.) Separate selections available only; Gian Carlo Menotti; G. Schirmer, Inc.
Original TV Cast; VICTOR LM 1701
ANGEL ON THE XMAS TREE - Campbell/Parr-Daires; Harman Music, Inc.
Laurence Welk Orch.; CORAL 61081
AS DEW IN APRILLE - Benjamin Britten
See: CEREMONY OF CAROLS, A
AVE MARIA - Tomas Luis da Victoria/arr. Wilhousky; Carl Fischer, Inc.
Wilhousky's Capitol Chorus (choral group); CAPITOL 9013
AWAY IN A MANGER - arr. Ray Bloch; Hollybrook Music Co.
Ray Bloch Orch.; SIGNATURE 15081
AWAY IN A MANGER - arr. Al Goodman
See: CHRISTMAS FANTASY
AWAY IN A MANGER - arr. Morton Gould
See: SUITE OF CHRISTMAS HYMNS
AWAY IN A MANGER - arr. Roy Ringwald/Robert Shaw; Shawnee Press, Inc.
Robert Shaw cond. Victor Chorale (choral group); VICTOR LM1112
- 1 -

The American Society of Composers, Authors and Publishers takes pride in announcing "ASCAP Music on Records—Your Program Guide."

Designed to assist broadcasters in building better and more interesting programs for their listening audience, this listing of the finest music in the ASCAP repertory will be distributed to all the Society's licensees on a regular monthly basis.

Each issue will bring to your program director a new category of music chosen for timeliness, interest and variety, including such features as Holiday Hits—Seasonal Music—Music About Cities and Places, etc.

The release will contain the title of each composition, its composers and publisher, the record company and catalog number, and other pertinent information.

Watch for your copy of "ASCAP Music on Records."

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

denied employment in the firm and that Mr. Allan's business reputation has been damaged. They ask recovery of their $64,894 investment and $300,000 for loss of earnings and profits and as exemplary damages.

Suit was filed Nov. 19 through the Los Angeles law firm of Sheppard, Mullin, Richter & Balthis.

Ten More Take 'Norths'; ATPS Sets Sales Drive

TEN more tv stations have been added to the number carrying *Mr. and Mrs. North*, film series distributed by Advertisers' Television Program Service Inc., New York. Stations are: KFEL-TV Denver; KONA-TV Honolulu; KFSA-TV Ft. Smith, Ark.; KVOS-TV Bellingham, Wash.; KFIA (TV) Anchorage, Alaska; WIRI (TV) Plattsburg, N. Y.; WHIZ-TV Zanesville, Ohio; KFIF (TV) Fairbanks, Alaska; KPHO-TV Phoenix, Ariz., and KFDA-TV Amarillo, Tex.

A concentrated sales campaign at ATPS is planned in the east between Thanksgiving and Christmas. Maurie Gresham, vice president and general manager of ATPS, and William O. Mullen, western sales manager have moved to the firm's New York headquarters to participate in the campaign.

Heart Film Offered Stations

FILMED progress report on strides made by medical science in the fight against heart disease has been completed by Institute of Life Insurance, New York, for the Life Insurance Medical Research Fund. The 15-minute 16mm documentary is available for television showing.

Five Join Guild Films

FIVE additions to the staff of Guild Films Co., New York, television production and distribution firm, were announced last week by Reub Kaufman, president.

Barry Lee Cohen, of the legal firm of Socolow, Stein & Seton, has been appointed house attorney for Guild, a position he formerly held with Ted Ashley Assoc. Mr. Cohen will retain his law firm membership but will headquarter at Guild's offices.

Andy Coscia, formerly of ABC, and Robert A. Goldstein have joined the sales promotion department. Irving Levin has been added to the client service department and John Desponzio has joined Guild in the traffic department.

MARKING start of the third group of 13 tv films in the *Stories of the Century* series and the return of Herbert J. Yates, president of Republic Pictures, after a recent convalescence, are (l to r) Earl R. Collins, president of Hollywood Television Service Inc.; Mr. Yates, and Morton W. Scott, president of Studio City Television Productions Inc., both subsidiaries of Republic.

EXCLUSIVE RIGHTS in Milwaukee to National Telefilm Associates' *Tv Tic Tac Toe* have been obtained by Lou Poller, president-general manager of WCAN-TV, who also has contracted to buy NTA's bulk-programming package. Present at the pact's confirmation are (l to r): Kal Ross, WCAN-TV film buyer; Mr. Poller; Harold Goldman, vice president in charge of sales for NTA, and Don Swartz, NTA franchise-holder for the upper-midwestern area.

FILM SALES

Louis Weiss & Co., L. A., announces following sales: WPTZ (TV) Philadelphia has acquired two-run rights to 15 cartoon shorts over three-month period; WATV (TV) Newark, N. J., leased three-run rights to 15 cartoons over one-year period; KTTV (TV) Hollywood has acquired six-run rights to 13 new *Jim and Judy in Teleland* episodes for 18-month term with re-runs of first 39 segments.

Guild Films Co., N. Y., has sold *Florian Zabach Show* to XETV (TV) Tiajuana, Mex., raising number of stations presenting program to 60.

ABC Film Syndication, N. Y., has sold *Racket Squad* to Sinclair Oil Corp., same city, for showing in St. Petersburg, Fla., 100th market carrying series.

FILM PRODUCTION

Frank Ferrin Productions, Hollywood, is currently shooting *Andy's Gang* to replace ABC-TV *Smilin' Ed's Gang* early next year; firm also preparing *Skin Diver,* half-hour ocean adventure tv film series.

Studio City Television Productions, Hollywood, has started shooting its third group of 13 films in *Stories of the Century* tv series, featuring Jim Davis and Kristine Miller. In production are "Apache Kid" and "Burt Alvord" with Kenneth Alton and Chris Drake in respective title roles. William Witney is director.

Palisades Productions, Culver City, Calif., has started shooting *So This is Hollywood,* which Toni Co., Chicago, will sponsor on NBC-TV starting Jan. 1. Comedy series features Cass Daley, Virginia Gibson, Jimmy Lydon and Gordon Jones. Richard Bare is associate producer-director and Edmund Beloin, producer.

Artists Productions, Hollywood, and **Fred M. Packard Productions** are jointly producing *The Great Design,* Biblical 156 half-hour color tv series. First three films, "The Royal Foundling," "Edict of Death" and "Flight from Egypt," have

VITAL THEN...AND NOW

for the ASSOCIATION OF AMERICAN RAILROADS

been completed in collaboration with J. Arthur Rank on location in Egypt and Israel with interiors shot in England. Sixty-one scripts have been completed with 92 in treatment. Screen writers Frank and Doris Hursley are associated as partners on series.

RANDOM SHOTS

Authors Playhouse, Hollywood, has obtained exclusive tv rights to late Lloyd C. Douglas' remaining works. Firms, currently producing *Authors Playhouse,* plans Jan. production of 52 half-hour films based on Douglas novel, "Dr. Hudson's Secret Journal," sequel to "The Magificent Obession." John Howard signed for title role. United Television Programs Inc., Hollywood, will handle series for national sale.

Van Coevering Productions, new firm set up to syndicate *Adventure Out of Doors,* has opened offices at 20 N. Wacker Dr., Chicago, and 424 Book Bldg., Detroit.

FILM PEOPLE

George W. Faust, account executive, Columbia Television Pacific Network and KNXT (TV) Hollywood, to Roland Reed Productions, Culver City, Calif., as vice president in charge of sales; **Hampton Howard** to firm as commercial and industrial film and tv spot sales representative, headquartering in newly-opened offices, 1 E. 54th St., N. Y.

Roger Grauman, president and owner, C. R. Grauman Art Studios, Chicago, to Kling Studios Inc., same city, as vice president and account executive.

MR. GRAUMAN

Sophie Ruskin and **Mary Albano** appointed to head station service relations of Atlantic Television Corp. (film distributors), N. Y.

Charles Larrance, George Watson and **David Ahlers,** all formerly with Photo-Sound (film production), S. F., to Moulin Studios, same city, as producer-director, film production manager and motion picture sales manager, respectively.

Harry Gerstad, film editor, *Superman* film series of Superman Inc., Hollywood, promoted to director.

Buster Vogel, formerly in casting office, M-G-M, Culver City, Calif., to Screen Gems Inc., Hollywood, as assistant to casting director.

Ted Dale signed by Guild Films, Hollywood, as musical director, *Florian ZaBach Show,* succeeding **Phil Boutelje,** who is working on upcoming series for firm.

Kenneth Crane, film editor, *Lone Wolf,* adds duties as editorial supervisor, all Gross-Krasne Inc., Hollywood, productions; **Elliot Schick** to G-K as commercial film production coordinator.

Joanne Woodward, New York tv actress, signed to exclusive contract by 20th Century-Fox.

George Waggner, writer-director, NBC-TV *Big Town* for Gross-Krasne Inc., Hollywood, has written lyrics to "One to Grow On," song recorded by Denise Lor for Maja.

Adolph Schimel, vice president and general counsel, Universal Pictures Co., N. Y., appointed chairman, amusements div., 1954-55 Federation of Jewish Philanthropies fund raising drive, same city.

SEEK STATE LIBEL RELIEF, TAB TOLD

FCC Comr. Bartley urges Tennessee broadcasters to ask state for protection against political libel suits.

BROADCASTERS should appeal to their state legislatures to pass laws protecting them against liability for libel in connection with political speeches on the air, FCC Comr. Robert T. Bartley told the Tennessee Assn. of Broadcasters last week.

Speaking at a TAB luncheon Monday at Chattanooga's Hotel Patten, last day of a two-day session, Comr. Bartley said elimination of the "no censorship" provision of Sec. 315 of the Communications Act would lead only to other headaches. Comr. Bartley was introduced by Carter Parham, WDEF Chattanooga.

The Monday session, following a sightseeing tour and a cocktail party and buffet supper the day before with Chattanooga stations as hosts, also featured a panel discussion and three other talks during the morning, three afternoon addresses, a business session and elections and a second cocktail party.

At the panel, on nighttime radio, John P. Hart, WBIR Knoxville, was moderator. Gene Plumstead, WMPS Memphis, advised broadcasters to build station personalities, use counter-programming against competititors, look for specialized audiences and use daily air promotion of upcoming programs. Kenneth Marsh, WJHL Johnson City, said his station concentrates on sports and drops network programming after 8 p.m. in favor of music, weather and time signals. Paul Oliphant, WLAC Nashville, said his station stays with the network, but emphasizes those things radio can do best, such as local news and remote coverage of civic activities. Neal Branch, WBIR Knoxville, said WBIR concentrates on use of its beeper telephone for election coverage and meetings of governing bodies. WBIR also uses question-and-answer programs with local pastors, re-creation of sports events and "vertical" music programming, he said.

Other speakers were Jane Dalton, WSPA Spartanburg, S. C., president, American Women in Radio & Television; Arch L. Madsen, BAB; Whitey Ford, WSM Nashville; F. C. Sowell, WLAC Nashville, and John F. Meagher, NARTB radio vice president. Attendance was 93.

Officers elected were: president, Hank Slavick, WMC Memphis, succeeding Earl W. Winger, WDOD Chattanooga; vice president, Frank Corbett, WGAP Maryville; secretary-treasurer, Hoyt Wooten, WREC Memphis. Directors: Messrs. Winger, Hart and Sowell.

TAB passed a resolution urging opposition against laws denying radio and tv opportunity for public service, self government in programming, right to advertise legal goods and services and the right to "freely enter and report in unfettered manner any and all public events."

Resolutions committee members included Parry Sheftall, WJZM Clarksville, chairman; Mr. Sowell, and Norman Thomas, WDOD Chattanooga.

TAB's spring meeting will be held in Nashville.

GRAND AWARD of American Trade Assn. Executives is presented to Radio-Electronics-Tv Mfrs. Assn. for color tv service of the National Television System Committee. Joseph J. Peterson (r), manager of RETMA's West Coast office, receives it from Dr. George W. Robbins, U. of California and member of the ATAE awards jury, during a Los Angeles ceremony.

TV CODE BOARD, 4A UNIT TO MEET

COMMON objectives in self-regulation will be discussed by a joint meeting Wednesday-Thursday in Washington of representatives of NARTB's Tv Code Review Board and the American Assn. of Advertising Agencies.

Chairman John E. Fetzer of the Tv Code Review Board said he had invited AAAA representatives to join the NARTB group at its regular quarterly meeting at the Mayflower Hotel.

Films shown before the Senate Juvenile Delinquency subcommittee at hearings in October [B•T, Oct. 25] will be reviewed by the Code Review Board at the meeting.

AAAA representatives to attend from New York are: Ken Dyke, chairman of AAAA's Advertising Content Improvement Committee, director-at-large of that association and vice president of Young & Rubicam; Harold L. McClinton, a member of the advertising content committee and president of Calkins & Holden, and August Nelson, AAAA senior staff executive.

Also attending will be NARTB President Harold E. Fellows, who testified at the Senate subcommittee's hearings, and the other members of the Code Review Board: J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; William B. Quarton, WMT-TV Cedar Rapids, and G. Richard Shafto, WIS-TV Columbia, S. C.

Other NARTB staff members to be present include: Edward H. Bronson, director of Tv Code affairs; Thad H. Brown Jr., tv vice president and Tv Board counsel; Charles S. Cady, assistant to Mr. Brown. Robert K. Richards, public relations consultant to NARTB, will complete the NARTB group.

Tv Information Committee To Meet in N. Y. Friday

NARTB's Television Information Committee, under the chairmanship of Jack Harris, KPRC-TV Houston, Tex., is scheduled to meet next Friday at the Waldorf-Astoria, New York, Harold E. Fellows, NARTB president, announced last week.

The committee's purpose is to educate the public regarding the work that the media is doing for its audience.

YOU MIGHT SWIM 100 YARDS IN 49.2 SECONDS—*

BUT . . . YOU NEED WJEF RADIO TO SET SALES RECORDS IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

Grand Rapids is Michigan's *second largest market*—and WJEF is Grand Rapids' *biggest radio value.* Study the Conlan figures, left. On a quarter-hour, 52-time basis, WJEF gets:

12.6% more morning listeners than the next station (for 11.1% less money)
25.2% more afternoon listeners (for 31.1% less)
9.6% more evening listeners (for 3.1% less)

116,870 radio homes are within WJEF's Metropolitan Grand Rapids Area. A daytime quarter-hour on WJEF costs less than 25¢ per-thousand-radio-homes!

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** Richard Cleveland set this world's record in Columbus, Ohio, on February 23, 1952.*

WARD, ABRAMS GIVE AD CAMPAIGN TIPS

Selection of the market is highlighted at the fifth RTES seminar in New York.

TIPS on selecting markets for advertising campaigns were offered by George Abrams, advertising director of Block Drug Co., Jersey City, and J. A. Ward, president of J. A. Ward Inc., New York research firm, last Tuesday at the fifth session of the Radio and Television Executives Society timebuying and selling seminar in New York.

Among the elements cited by Mr. Abrams as contributing to knowledge of a particular market were its buying power, distribution of a product to be advertised there, its national, racial and religious composition, the age span of the population, and regional, geographical and seasonal factors.

In selecting a test market for an advertising campaign, Mr. Abrams recommended that care be taken to select a market that is neither too large nor too small, and is situated away from a large city. He suggested also that the test market be one that contains diversified industries. Mr. Abrams said research should be conducted before, during and after the test period as a means of ascertaining advertising cost per dollar of sales.

Mr. Ward presented some highlights of the recent survey his company prepared for Mutual [B•T, Oct. 4] and stressed that timebuyers and sellers should pay more attention to the composition of the audience at a given time period, rather than its sheer size. Another important consideration for buyers and sellers of time, Mr. Ward said, is to ascertain the number of individuals who actually hear or see a program, rather than to rely on sets-in-use figures only.

He pointed out that in television, the set may be in use but various members of a family may not be viewing, or may be out of the viewing room a substantial part of the time.

Mr. Ward also cited the value of scheduling specific commercials at a particular time to coincide with certain everyday activities, such as a food commercial when the housewife is eating or preparing food, or a gasoline announcement at a time when many automobiles (with car radios) are in use.

He noted that the age factor is important because there is a pattern of listening and viewing of radio and television shows according to age groupings.

Claude Barrere, Broadcast Music Inc., who is chairman of the RTES seminars, announced that the proceedings of the entire 13-part seminar, ending next February, will be published in book form.

Gorman Asks Cooperation With High Schools on Sports

A LETTER urging cooperation between broadcaster and high school in the field of sports has been sent by Leon P. Gorman, chairman of the sports committee of the Maine Assn. of Radio & Tv Broadcasters, to Robert Bowie, head of the Principal's Assn. of Maine.

Mr. Gorman's comments followed a statement by Mr. Bowie, who also is headmaster of Thornton Academy at Saco, that "Television has hurt us." Mr. Bowie was referring to basketball in this instance. Mr. Gorman expressed the hope that the problem could be worked out for mutual benefit and solved "in a manner that will enable the high schools of this state and its students to prosper, live with, and progressively use television as the instrument of plenty that it is."

He reminded Mr. Bowie that radio was once presumed the threat of all public entertainment but has since become a "friend to all."

Mr. Gorman, who also is general manager of WABI-AM-TV Bangor, proposed a simple test. He said, "Take the average attendance and income for the last five years, allow us to telecast for the next five. Take this average and compare it to the pre-television one. If there [is] a resultant deficit, speaking only for WABI-TV, we would guarantee to make it up."

"I further propose," Mr. Gorman asserted, "that we . . . set a yardstick for the rest of the nation to look up to and be guided by."

He told Mr. Bowie that when Thornton Academy has a first class team, be it basketball, football or whatever, the stands aren't big enough to hold everyone. But when Thornton has a fourth class team, then the players bench is enough.

FARM DIRECTORS HEAR COMR. LEE

FCC COMR. Robert Lee was scheduled to address the National Assn. of Television & Radio Farm Directors at its annual convention in Chicago's Conrad Hilton Hotel this past weekend.

Comr. Lee was slated to talk at a Saturday luncheon meeting sponsored by Sears, Roebuck & Co., Chicago. He was to point out highlights of the farm economy, its relation to the total U. S. economy and explain the contribution of radio and tv, economically and socially.

The convention kicked off Friday with a business session, including reports from various NATRFD committees. John McDonald, WSM Nashville, presided that evening at a buffet dinner.

Nomination of officers for the new year was slated for Saturday morning, along with a meeting of associate members. NATRFD currently is headed by Jack Jackson, KCMO Kansas City, president; Frank Atwood, WTIC Hartford, vice president (and program chairman for the convention), and Merrill Langfitt, KMA Shenandoah, Iowa, secretary-treasurer. New Officers were to be announced Sunday.

International farm broadcasting was a Saturday afternoon topic, featuring Wes Seyler, WIBW Topeka, and foreign farm broadcasting representatives. Farm broadcasters needs were to be discussed by a panel under Bill Zipf, WBNS Columbus, with farm television also on the agenda.

Chicago Broadcast Council Names Slate of Officers

SLATE of officers for the new Broadcast Advertising Council in Chicago is scheduled to hold its first meeting Jan. 19 under presidency of Peter A. Cavallo Jr., J. Walter Thompson Co. Officers include: vice presidents John Simpson, Foote, Cone & Belding; James Stirton, MCA, and William McGuineas, WGN Chicago; Gladys Blair, Young & Rubicam, secretary; Lois Thompson, Robert Meeker Assoc., station representative, treasurer; Al Farber, J. Walter Thompson Co., publicity. Directors include John A. Cory, Free & Peters, former head of defunct Broadcast Executives Club of Chicago; Sterling C. Quinlan, former president of old Chicago Television; Arthur F. Harre, WLS; Louis J. Nelson, Geoffrey Wade Adv.; Leonard Matthews, Leo Burnett Co.; Arnold Johnson, Needham, Louis & Brorby; Charles Zeller, Guenther-Bradford Co.; Cyril C. Wagner, WNBQ (TV), and John Moser, Moser & Campere, law firm.

'55 RADIO UP 6% MADSEN FORECASTS

GAIN of at least 6% in radio billings next year is forecast by Arch L. Madsen, director of member service for Broadcast Advertising Bureau, who emphasizes that this estimate "could go much higher with more radio sales and promotion effort."

Speaking at a meeting of the North Carolina Broadcasters Assn., Nov. 19, at Southern Pines, Mr. Madsen urged station management to take a bigger hand in activities of retailers and manufacturers at all three merchandising, marketing and selling levels—nationally, regionally, and locally.

"Nowhere near as many radio station owners and managers take the interest in these activities, concerning their advertisers and prospective advertisers, as they do in participating in many of the so-called public service functions of their stations," he said. "Working with manufacturers and retailers in district meetings, trade shows and company conventions will give radio executives an insight into general economic problems and those particular ones of the businessmen they serve and want to serve.

"Radio broadcasting is a major marketing tool of American business, and far too many stations are giving only superficial attention to the role radio plays in this marketing picture," Mr. Madsen concluded.

RTES Seminar Discusses Monochrome, Color Film Ads

INFORMATION on black-and-white vs. color tv film commercials was provided at a workshop luncheon meeting of the Radio and Television Executives Society at the Hotel Roosevelt in New York last Wednesday.

After several commercials had been shown in black-and-white and in color, Peter Keane, technical director of Screen Gems, New York, offered some comparative cost data. He estimated that an animated color film cost 10% more than its counterpart in black-and-white, and a "live-action" film in color about 30% to 50% more than one in black-and-white. Mr. Keane noted that the experimental commercial films shown at the meeting took about 600-700% more time than the black-and-white ones to complete, but, he said, the cost does not reflect the extended time period.

E. M. Stifle, Eastman Kodak Co., discussed the higher cost of color film stock, as compared with black-and-white, pointing out color costs about three times as much as conventional film. He said color film requires "utmost care and control" in the manufacturing process, adding that the process is a complicated one requiring more time and exactitude.

Questions from the audience were answered by Messrs. Keane and Stifle and David Pincus, president of the Film Producers Assn. of New York. Don McClure, chairman of the RTES Workshop committee and general sales manager of Bonded Tv Film, New York, presided.

AMPA Elects Bader

DAVID A. BADER, vice president of Atlantic Television Corp., last week was elected president of the Associated Motion Picture Advertisers succeeding Lige Brien, who becomes chairman of the board. Other officers elected at the same session are: Martin Davis, advertising and publicity manager of Sam Goldwyn Productions; Harold Danziger of Columbia Pictures, and Hans Barnstyn, Trans Lux 52d St. Theatre.

What can you do with $138?

Yessir, for $138 you could buy your wife *several* cute hats. Or get some new golf clubs for yourself. Or buy some mighty fine records for your Hi Fi library.

But if it's advertising values you're looking for —

ON WOAY, $138 will buy 26 1-min. spots!

WOAY, Oak Hill, is West Virginia's second most powerful station.

WOAY covers 21 West Virginia counties.

WOAY delivers a total Nielsen audience of 102,200 radio homes — an average daily Nielsen audience of 51,320 radio homes!

Write direct for full details.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

Broadcasting, Advertising At American Industry Meet

BROADCAST and advertising fields will be represented at the 59th annual Congress of American Industry, sponsored by the National Assn. of Mfrs., which will be held at the Waldorf-Astoria Hotel in New York Wednesday through Friday. About 3,000 industrialists from all parts of the U. S. are expected to attend.

Don Belding, chairman, executive committee, Foote, Cone & Belding and former chairman of the Advertising Council, will participate in a panel discussion on the congress theme of "Building a Better America," and will talk on "Three Ways to Build Confidence in America's Future." Ralph J. Cordiner, president, General Electric Co., and Dr. G. L. Parsons, Bell Telephone Labs, will be the other featured speakers. Serving as panel moderators will be Frank Blair, NBC-TV, and Dorothy Gordon, *New York Times Youth Forum.*

RTES Sets Christmas Party

AMONG entertainers who will perform at a pre-Christmas luncheon on Dec. 15 at a meeting of the Radio and Television Executives Society Inc., New York, will be Victor Borge and Hermione Gingold. The luncheon will be held in the grand ball room of the Roosevelt Hotel, New York. It will climax the RTES seasonal activity to benefit its welfare fund.

Effective December 1, 1954

BLAIR TV INC.

becomes the exclusive national representative of

wfil-tv

The Philadelphia Inquirer Station

CHANNEL 6 ABC·DUMONT NETWORKS

IN PHILADELPHIA, PA.

(3rd IN POPULATION)

Page Elected President of North Carolina Broadcasters

WILLIAM S. PAGE, WFTC Kinston, was elected president of the North Carolina Assn. of Broadcasters at a Nov. 18-19 meeting at Southern Pines. He succeeds James MacNeil, WTSB Lumberton.

Other officers elected were: vice president, Allen Wannamaker, WBIG Greensboro, and secretary, Cecil B. Hoskins, WWNC Asheville; directors: Earl Gluck, WSOC Charlotte; E. Z. Jones, WBBB Burlington; T. H. Patterson, WRRF Washington.

Speakers at the meeting included FCC Comr. Robert T. Bartley; Jim Henderson, Henderson Adv. Agency, Greenville, S. C.; Arch L. Madsen, BAB, and Richard Doherty, Washington radio and tv consultant.

Fulton, Lackey Named To NARTB Committees

NEW MEMBERS of NARTB committees are John Fulton, WQXI Atlanta, Ga., who will serve on the Am Radio Committee, and F. Ernest Lackey, WHOP Hopkinsville, Ky., who will be on the Membership Committee, according to Harold E. Fellows, associate president.

The Am Radio Committee has been scheduled to meet today (Monday) in Washington, D. C., at the Mayflower Hotel, and the Membership Committee has announced a meeting there on Dec. 8.

RETMA Board Urges Return Of 35% Tariff on Equipment

RESTORATION of a 35% U. S. tariff on imported radio-tv equipment and component parts was urged by the board of directors of Radio-Electronics-Tv Mfrs. Assn. at a Nov. 19 meeting in Chicago. The present tariff, established in 1951, is 12½%.

The board, with Chairman Max F. Balcom presiding, commended RETMA President Glen McDaniel and the RETMA tax committee for their efforts in a drive to remove the 10% excise tax on color tv receivers and to lower the levy from 10% to 5% on radio and black-and-white tv sets.

RETMA Opposes Licensing Of Tv Set Servicemen

OPPOSITION to licensing by New York City of television set servicemen was made by Radio-Electronics-Tv Mfrs. Assn. last week.

In a letter to Mayor Robert F. Wagner, RETMA President Glen McDaniel expressed the association's opposition to licensing tv set servicemen and offered assistance in correcting any tv service abuses.

Referring to news articles reporting that the Brooklyn district attorney has been investigating fraudulent practices of tv servicemen, Mr. McDaniel said the spotlight was turned on the dishonest practices of a few and inferences were made that this may be the operational pattern of many service technicians.

McCaffrey Lectures

JOSEPH F. McCAFFREY, Washington correspondent and secretary of Radio-Television Correspondent's Assn., is now on a lecture tour of the South, appearing at colleges and universities in four states.

Christmas Seal Drive Underway in Radio-Tv

NATIONAL Tuberculosis Assn. has hitched its wagon to the "stars" of the radio, television and motion picture industries to help boost the 1954 Christmas Seal sale, which was launched throughout the country last week.

Although NTA relies heavily on cooperation by the entertainment media during its campaign it is proud of a specific promotional effort which has welded together the Art Linkletter CBS radio and television shows, Warner Bros. "The Silver Chalice" production and 69 tv and 203 radio stations throughout the country. This united front promotion contains the "glamor" element of a world premiere, participation by outstanding Hollywood motion picture and television personalities, and the challenge of community competition.

Since Nov. 8, Mr. Linkletter has promoted Christmas Seals each day by scheduling the appearance of a star from "The Silver Chalice" motion picture and by giving details of a plan for its premiere. Arrangements have been made whereby the community that contributes the largest amount of money by mail to the Christmas Seal sale the first three days (computed on a per capita basis) will be chosen as the site for the world premiere of "The Silver Chalice."

The 69 tv stations and 203 radio outlets carrying the Linkletter show are pushing the project on other station programs and during station breaks, and Warner Bros. has taken full-page ads in several motion picture publications, giving details of the promotion and listing the entire station lineups of outlets presenting the Linkletter programs.

Gannett Pres. Tells VOA's Role Behind Iron Curtain

VOICE OF AMERICA in the iron curtain countries "is life's blood to people who have known freedom," Mrs. Jean Gannett Williams, president of Guy Gannett Pub. Co., owner of the Guy Gannett Stations in Maine, told a meeting of The Advertising Women of New York last Tuesday.

Reporting on her visit to Russia and other European countries as a member of a delegation of 30 editors, Mrs. Williams noted that "there has been so much criticism" of the Voice, and added:

"Is it worth the money we spend on it? Here is one answer. A young Czechoslovakian woman risked her life to speak to one of the members of our group, and she said that if it wasn't for the Voice of America there would be no point in living. True, there are hundreds of jamming stations. So the majority are unable to understand the programs. But for those who know a little English, it is life's blood."

TRADE ASSN. SHORTS

Simon & Schuster, N. Y., has published "What Is America?", based on seven American round-table forums conducted by Adv. Council in 1952-53, extracting observations about U. S. life from transcripts of forums and illustrated with more than 150 photographs.

Radio-Newsreel-Television Working Press Assn., N. Y., will publish second edition of *Mike & Screen Press Directory* in spring, including data on radio, tv and newsreel media for Washington, Los Angeles, Chicago, Boston, Philadelphia, Houston, Fort Worth, Dallas, Miami, San Francisco and New York. Revision will include additional data of national scope.

Obviously OUTSTANDING . . .

MEASURED BY THE YARD . . . OR BY THE DOLLAR!

Peoria department stores measure cloth by the yard and advertising by sales dollars. Nobody knows Peoria buying habits better. That's why these leading Peoria department stores recognize WMBD as the Peoriarea MASS SELLING MEDIUM:

BLOCK & KUHL CO.
Ten programs plus 25 announcements weekly
A WMBD advertiser since 1952

BERGNER'S
Six programs plus five announcements weekly
A WMBD advertiser since 1934

SZOLD'S DEPARTMENT STORE
Seven programs weekly
A WMBD advertiser since 1930

From draperies to desks . . . from gloves to glassware . . . WMBD reaches more people for less money than any other advertising medium in Peoria.

Now serving more advertisers than all other Peoria radio stations COMBINED!

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

1,000-FT. TOWER LIMIT PLAN COULD ALTER TV ALLOCATIONS

Washington Airspace Subcommittee recommendation to put ceiling on all towers at 1,000 ft., if adopted, would allow more vhf and uhf station assignments and give impetus to boosters. It is not believed present 1,000-ft.-plus towers would need lowering.

A MAJOR revision of the FCC's tv allocation plan loomed as a possibility last week following disclosure that the Washington Airspace Subcommittee of the Air Coordinating Committee had recommended that a 1,000-ft. ceiling be placed on all tv towers.

The only exception would be for towers shielded by existing obstructions.

The recommendation also calls on the FCC to "initiate action necessary to minimize the number of radio or television towers which will extend over 1,000 ft. above ground."

It also points the way to one method of overcoming the 1,000-ft. limitation on tv towers: Common antennas or antenna farms.

A flat 1,000-ft. limitation on tv antenna heights would force the FCC to reassess its entire tv allocation plan. Power-antenna height ratios are based on 2,000-ft. antennas above average terrain, except for vhf stations in the densely populated northeast and north central states. These are limited to 1,000-ft. towers.

Changes that are immediately apparent would be: (1) increase in the number of vhf and uhf channels which could be allocated throughout the country, (2) a prod to the FCC's consideration of satellite and booster stations to enable tv stations to cover the same areas as provided by the higher antennas.

It is not believed that a reduction in present over-1,000-ft. towers would be required. There are more than 20 such towers in use or building at present.

Pending the revision of national air policy, the unanimously-approved Airspace Subcommittee memorandum recommends that the subcommittee refuse to act on any application for tv towers more than 1,000 ft. above ground, unless the towers are shielded by existing obstructions. The FCC member of the subcommittee abstained.

The document, ACC 3/21.8, was approved by the subcommittee Nov. 12. It is now being studied by the ACC's Technical Division, which, it is understood, plans to meet on the subject early next month.

If approved by the ACC, the next step would be up to the FCC. The Commission is an independent agency. It is not bound by any action taken by other government bodies. However, there is no doubt that the Commission would give serious consideration to the request. If it were persuaded that the matter was required by national air policy it could adopt the 1,000-ft. ceiling.

This would mean a direct reversal of the FCC's 1952 Sixth Report and Order which called for stations with 2,000-ft. antennas and maximum power (with the exception of vhf stations in Zone 1) in order to bring television to the entire U. S. It would also set at naught the Commission's present proposal to lift the 1,000-ft. tower height limitation now in existence for vhf stations in the crowded northeast and north central states (see story this page).

The Airspace Subcommittee's action follows by two years a joint FCC-CAA study which culminated in an agreement to solve tower height problems on a case by case method.

In discussing the tall tower situation, the subcommittee referred to plans for 2,000-ft. towers, and said in the recommendation:

From past experience, it is anticipated that this will introduce competition in these areas for towers of similar magnitude. It is, therefore, undesirable to accept the additional hazard created by such structures under circumstances where the total number may be increased by each individual station in the area requesting a similar consideration. This situation as presented by each applicant now exists under the philosophy of the Commission [FCC] which is to encourage maximum use of each allocated channel.

The discussion also implies that the ACC still expects Congressional legislation to authorize Federal control over tall structures within navigable airspace. This is believed to refer to various moves made over the post-war years to give the Federal government control over airspace. Sen. Edwin C. Johnson (D-Colo.) introduced one such bill in the 82nd Congress. This would have empowered the Secretary of Commerce to rule on all structures over 500 ft. above ground. During the 1952 McFarland Bill hearings, the House Commerce Committee was asked by the Air Transport Assn. and other aviation groups to amend the Communications Act to force the FCC to accept rulings regarding air hazards made by the Secretary of Commerce, the CAA, CAB or military services. Nothing ever came of these efforts.

At the present time, it is optional with the FCC whether to accept the ruling of the Airspace Subcommittee or not. Generally, when the subcommittee decides that there is a hazard to air navigation, the Commission bends every effort to arrange a compromise. In many cases applicants turned down by the subcommittee accept lower heights or find other locations for their towers.

The Airspace Subcommittee report claims that adjustment of air flight rules for towers up to 1,000 ft. above ground have been handled with little difficulty so far, but adjustment "will become untenable in areas of heavy air traffic" in dealing with towers over 1,000 ft. above terrain.

The report also repeats what has been suggested before by aviation interests: That the over-all plan for tv service should call for maximum use of single structures "to ensure minimum effect on low level aircraft operations."

The FCC's Sixth Report and Order recommended the use of common antennas where possible, but declared such use would not be required "without further exploration of the problems which might arise from such a rule."

There are a number of common antennas in use by the television industry. New York's seven stations are all located atop the Empire State Bldg. In Miami, there is a growing "antenna farm" on which a number of stations are operating or building.

The report also refers to the work being done by the ad hoc committee of the ACC's subcommittee on Airdromes, Air Routes and Ground Aids (AGA). This group is studying methods of making more visible antennas and guy wires through improved marking and lighting [B•T, Oct. 18, Aug. 23].

Genesis of the Airspace Subcommittee's policy recommendation was the application of WSLA (TV) Selma, Ala., for approval of a 1,993-ft. tower near Sellers, Ala. Although "reluctantly" approved by the regional airspace subcommittee as meeting criteria, the Washington subcommittee voted against it on the ground a tower that high was a hazard to aircraft. No specific violations of criteria were cited by the military members of the subcommittee who led the opposition to approval [B•T, Oct. 25].

An earlier proposal for a 1,200-ft. tower by KGUL-TV Galveston also ran into heavy opposition on the part of the Washington subcommittee, although again the station had received full approval of the regional subcommittee as meeting all existing criteria. In this case a compromise was worked out which satisfied the station and aviation interests [B•T, Aug. 9].

The Air Coordinating Committee was established by Presidential Executive Order in 1946 to advise the President on national air policy. Its members comprise the Undersecretaries of State, Treasury, Post Office, Commerce, Army, Navy, Air Force and the chairman of the Civil Aeronautics Board.

The ACC's technical division is composed of delegates representing the official ACC top members. Where broadcasting is involved, the FCC sits in as a voting member.

The ACC's Airspace Subcommittee has as its membership representatives of Commerce (CAA), CAB, the military services and the FCC.

This is the committee which passes on all requests for antenna towers higher than 500 ft. above ground. Regional subcommittees are authorized to approve towers no higher than 500 ft. without submission to the Washington subcommittee.

If there is a division of opinion among ACC's members regarding the 1,000-ft. tower proposal, the final decision is left up to the President. It is not believed that the matter will be permitted to go that far.

NARBA Huddle Continues

CLOAK of silence hung over the U. S.-Mexican conference in Mexico City last week as officials of the two governments went into executive session in an effort to settle "critical questions" involved in a proposed bi-lateral agreement on standard radio (am) allocations. Earlier, it was disclosed basic differences to date hinge on counter-proposals for secondary station assignments in one country on the clear channels of the other nation [B•T, Nov. 22]. Delegates met Thanksgiving Day, with sources close to the conference citing this as further indication both Mexico and the U. S. are working earnestly to settle differences. The outlook, once again, was described as "encouraging."

OBJECTIONS MEET HIGH TOWERS PLAN

EARLY COMMENTS on the FCC's proposal to revise its tv rules to permit 2,000-ft. towers in the crowded northeast and north central states [B•T, Sept. 27] were mostly unfavorable as of Wednesday night. Only four comments had been received by then, with deadline Thursday. Counter-comments are due by Dec. 5.

Favoring the proposal was Sarkes Tarzian Inc., electronic parts manufacturer and owner of WTTV (TV) Bloomington, Ind. Opposing the change were WGLV (TV) Easton, Pa.; Aircraft Owners & Pilots Assn., and the Defense Department.

The FCC proposal was based on petitions submitted by WBEN-TV Buffalo, N. Y., and WSAZ-TV Huntington, W. Va. Both objected to the alleged discrimination to vhf stations

under the FCC's regulation regarding power-antenna height ratios in the crowded northeast and north central states (Zone 1). Under present rules, maximum power is permitted tv stations in Zone 1 with towers not over 1,000 ft. above average terrain. Where stations build towers above that height, they must correspondingly reduce their power. The purpose of this rule was to permit the allocation of more channels in this area.

FCC Comr. Frieda B. Hennock dissented to the proposal to change this rule. She said that permitting Zone 1 vhf stations to build 2,000-ft. towers would mean that these stations would cover large market areas, thus blanketing smaller vhf and all uhf stations. This is what the Zone 1 1,000-ft. height limitation was meant to avoid, she said. In all other parts of the country, stations may build 2,000-ft. towers without penalty.

This is the position taken by ch. 57 WGLV. It points out that under present regulations, the three Philadelphia vhf stations (WFIL-TV, WCAU-TV and WPTZ [TV]) throw a Grade B signal into more than 70% of the Easton uhf's Grade A coverage area. If the rule is changed to permit higher towers, eleven outside stations would lay a Grade B signal into more than 70% of WGLV's Grade A area. These would be Philadelphia's three, New York's seven and Wilmington's one, WGLV said.

WGLV mentioned the uphill fight to persuade viewers to convert to uhf and said that if outside signals are permitted to come into its area, people would cease buying uhf tuners and sets.

Assistant Secretary of Defense T. P. Pike objected to the change on the ground that the removal of the limitations in Zone 1 would encourage the use of higher antennas. He mentioned that the establishment of Zone 1 was predicated on population densities and called attention to the fact that the same area also includes the highest military and civil air traffic density in the U. S.

AOPA asked that no change be made in the rule until "appropriate safety marking and warnings have been developed for the protection of aircraft flying in the vicinity of those antennas." AOPA represents the owners as well as pilots of private aircraft.

Sarkes Tarzian favored the proposal. He called attention to the programs offered on ch. 4 WTTV for the benefit of the rural viewers of his area, and said that many who lived at a distance from his transmitter complained of inferior reception. This, he said, was probably due to the "cheap" sets being sold. Increase in his tower height would permit him to serve these viewers more satisfactorily, he claimed.

Two Networks File Partial Answers to Bricker Query

TWO NETWORKS have filed partial answers to a questionnaire sent to the four television networks in Sen. John W. Bricker's investigation of the networks and uhf-vhf problems through the Senate Commerce Committee, of which he is chairman. Identities of the answering networks were not disclosed.

The committee investigation staff expects that all the tv networks will make their replies by this week, a spokesman said. The identical questionnaires to ABC-TV, CBS-TV, DuMont Tv Network and NBC-TV, were largely on affiliation details and policies, and represented the second query made by the probe staff [B•T, Oct. 25]. The first was mailed to the FCC and the investigation staff earlier indicated other questionnaires will be sent to stations.

like shooting fish in a barrel

"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap" everyday.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

KEFAUVER MAY QUIZ McCONNAUGHEY BID

The Tennessee Democrat denies that any of his questions will be connected with the Ed Lamb renewal before FCC.

SEN. ESTES KEFAUVER (D-Tenn.) told B•T last week he may want to question FCC Chairman George C. McConnaughey in the next Congress on the latter's "former connections and general attitude" if the McConnaughey nomination is resubmitted to the Senate.

The Tennessee Democrat said he has received "some letters" critical of Mr. McConnaughey's past connections while in private law practice in Ohio. Referring to the letters, he said, "If I find out there's anything to them, I will want to question him."

The McConnaughey nomination, submitted to the special Senate session Nov. 8, cleared the Senate Commerce Committee, but so far has been blocked on the floor.

Sen Kefauver denied that any questions he might want to ask Mr. McConnaughey are connected in any way with what the FCC chairman's attitude might be on the current FCC hearing on the application of broadcaster-publisher Edward Lamb for license renewal of WICU (TV) Erie, Pa., (see story, this page).

"That doesn't enter into it," he said. During the Senate Commerce Committee hearing last June on the nomination of FCC Comr. John C. Doerfer, Sen. Kefauver filed a statement supporting Mr. Lamb. Mr. Lamb had charged Comr. Doerfer with being behind "a planned scheme of economic strangulation," in the FCC's allegations that Mr. Lamb falsely stated in his application and elsewhere that he had never been a communist or associated with the Communist Party.

Kefauver Backs Doerfer

The Tennessean, however, went along later with the unanimous confirmation of Comr. Doerfer by the Senate.

In his statement last week, Sen. Kefauver declined to reveal the source or nature of the letters he has received. He said they were not from Harry R. Booth, acting chairman of the Utility Users League, Chicago. Mr. Booth, in letters to the Senate Commerce Committee and other senators, has questioned Mr. McConnaughey's qualifications on the ground that the FCC chairman formerly represented AT&T subsidiaries in rate cases before the Ohio Public Utilities Commission.

Sen. Kefauver said he is "not ready to make any charges" until he checks into the allegations contained in the letters criticizing Mr. McConnaughey. If he finds the charges are justified, he said, he will want to appear at a hearing during the 84th Congress to question the FCC chairman on his "general attitude" and on his "connections and his ability."

During the Nov. 9 Senate Commerce Committee hearing on the McConnaughey nomination, Sen. A. S. Mike Monroney (D-Okla.) said Sen. Kefauver and other senators, including Sen. Warren G. Magnuson (D-Wash.), slated to be committee chairman under Democratic organization of the Senate next year, had indicated they wish to question Mr. McConnaughey.

The nomination later cleared the committee by affirmative vote of its seven Republicans, with seven Democrats abstaining. But when Sen. John W. Bricker (R-Ohio), committee chairman, attempted to report the nomination on the Senate floor, it was blocked by the objections of Sen. Lyndon B. Johnson (D-Tex.), Democratic floor leader.

Ike Chides 'Blockers'

PRESIDENT Dwight Eisenhower last week expressed disappointment that Democrats have held up some of the nominations he has sent to the Senate during its special session. Mentioning none of the nominees by name, he said at a news conference that he doesn't think it serves the country's needs to defer confirmation of key appointees when there is no real or deep controversy over them. Democrats have blocked confirmation of the nomination of George C. McConnaughey as FCC chairman on grounds it is controversial and thus should be held over until the next Congress.

FCC Again Extends Deadline On Daytime Skywave Proposal

FURTHER extension of the deadline for comments on FCC's daytime skywave proposal, from Dec. 6 to Jan. 17, 1955, was announced by the Commission last week. Date for replies was extended to Feb. 1 of next year.

Extension is the third since the Commission announced its proposal last March, which subsequently drew general opposition from various segments of the industry [B•T, Oct. 11; July 19, 12; March 15]. In substance, the plan affords Class I clear channel stations greater protection from the interference caused at sunset and sunrise by certain secondary stations on those channels.

Meanwhile, WOR New York has advised the Commission that in "no case" would it receive additional protection under the plan. WOR, a Class I-B outlet on 710 kc, explained the frequency also is assigned to Class I-B KIRO Seattle and 11 Class II stations in the U. S.

Under the present standards, WOR said it is entitled to protection to the 100 microvolt per meter contour where no daytime co-channel signal stronger than 5 microvolts is allowed. Under the FCC plan, WOR held, the proposed standards would permit interfering signals as high as 305 microvolts, or 61 times stronger. WOR asked further study to determine service gains and losses on a station-by-station basis.

Odessa Tv Co. Favored In Ch. 7 Initial Decision

INITIAL decision proposing to grant ch. 7 at Odessa, Tex., to Odessa Tv Co., a joint venture half-owned by KOSA there, was issued by FCC Examiner John B. Poindexter last week. The decision proposed to deny the competing application of Clarence E. Wilson and Philip D. Jackson, doing business as The Odessa Tv Co.

The decision concluded that the grant of the ch. 7 facility should go to the joint venture of Odessa Tv Co. because of superiority of its proposal as to local ownership, past participation in civic affairs, programming, and diversification of control of the media of mass communications.

El Centro Tv Deletion

DELETION of ch. 16 KPIC-TV El Centro, Calif., was reported by FCC Nov. 19 after station's failure to renew its expired permit. Deletions to date total 92 uhf, 21 vhf.

LAMB CASE RECESSES, AWAITS DEPOSITIONS

FCC Examiner waits for Broadcast Bureau to specify dates when depositions will be taken from convicted communists Gus Hall and Jacob Statchel.

CONTROVERSIAL license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was in recess without date last week as FCC Examiner Herbert Sharfman waited for the Commission's Broadcast Bureau to specify dates for depositions from two prospective witnesses, both now in jail.

At the last session of the hearing Nov. 19, the Broadcast Bureau filed notice of intention to interrogate Gus Hall and Jacob Statchel, both among the top 11 Communists convicted of Smith Act violations, but no date was given. They probably will be the Broadcast Bureau's last of 21 witnesses in an effort to learn whether or not Mr. Lamb falsely stated he never had Communist ties.

The hearing has been under way since mid-September [B•T, Sept. 20 *et seq.*]. It is expected to run well into next year since counsel for Mr. Lamb has to complete cross examination of certain Broadcast Bureau witnesses and present Mr. Lamb's defense case and witnesses. These include some top national figures, it is understood.

In addition, counsel for Mr. Lamb will present the affirmative case on charges by the WICU owner that at least one bribe was caused to be offered by FCC representatives in an alleged attempt to secure testimony against Mr. Lamb. FCC's defense on this issue would follow.

May Oppose Depositions

The Broadcast Bureau may settle this week the dates on which it wishes to take depositions of Mr. Hall, now in the U. S. Penitentiary at Leavenworth, Kan., and Mr. Statchel, at Federal Correctional Institute, Danbury, Conn. When supplemental notices giving the dates are filed with Examiner Sharfman, counsel for Mr. Lamb has indicated he will file opposition unless it can be shown that the witnesses will not plead the Fifth Amendment and refuse to testify and, if they do testify, will relate facts pertinent to issues in the hearing.

The Broadcast Bureau revealed its status Nov. 19 at the conclusion of testimony by Edward T. Cheyfitz, one-time Communist and now an active anti-Communist and Washington law partner of Edward Bennett Williams, counsel for Sen. Joseph R. McCarthy (R-Wis.). During the 1930s, Mr. Cheyfitz related, he was active in Toledo labor and Communist Party affairs. Part of this time his office adjoined that of Mr. Lamb's, he said.

Asked if Mr. Lamb ever was a member of the Communist Party, Mr. Cheyfitz replied, "To my knowledge, he was not." He later admitted that Mr. Lamb knew he (Cheyfitz) was a party member.

The witness related people always were visiting Mr. Lamb's office and Mr. Lamb frequently handled labor cases. He described him as sympathetic to the "common man."

Mr. Cheyfitz recalled Earl Browder, then national head of the Comumnist Party, and two Ohio party officials visited Mr. Lamb's office in 1938-39, but could not remember specific conversations.

Questioned by the examiner if he had discussed Communism with Mr. Lamb, Mr. Chey-

fitz replied, "It would be difficult to fix one conversation. I had a lot of discussions with Lamb on everything from Saxon to sex in a period of years. . . . I am sure we discussed Marxism and Leninism because a lot of people were discussing it in those days."

Mr. Cheyfitz said he broke with the Communist Party in 1939 at the time of the Hitler-Stalin pact. The following year, he said, Mr. Lamb supported him in his fight to stop Communist interference in the dye casters union which Mr. Cheyfitz then headed.

The witness remembered attending a party at Mr. Lamb's home in 1937 but was not sure whether it was tendered for Dave Gordon, described as a local party member, or whether Mr. Gordon was there. Mr. Gordon was said to be leaving as a volunteer in the Spanish civil war.

Sigalert Defense System Demonstrated in Los Angeles

SIGALERT, a new air raid warning communications system by which civil defense officials can cut into commercial programming at any time from CD headquarters to issue instructions to the public, was demonstrated to military and CD officials in Los Angeles Nov. 16 by Loyd Sigmon, vice president and chief engineer, KMPC Hollywood.

Developed by Mr. Sigmon at the request of the Los Angeles office of civil defense, the system permits interruption of programming on all frequencies and channels, bypassing station studios. At the Nov. 16 demonstration on KMPC, a test unit was linked to the station by telephone wire, but permanent installations will use microwave links, according to CD spokesmen.

The Federal Civil Defense Administration has been asked for a $60,000 appropriation to set up a pilot Sigalert warning system in three Los Angeles stations by Col. P. B. McCarthy, senior deputy director of communications, Los Angeles OCD.

WPEN Opposes Sale Of WDAS Facilities

OPPOSITION to the request of WDAS Philadelphia for FCC permission to sell its 1400 kc facilities when it moves to its newly-authorized 1480 kc wavelength [B•T, Sept. 27] was filed last week by WPEN Philadelphia.

WPEN also asked that the Commission revoke the license of WDAS because it did not tell the Commission it intended to sell the old facilities when it asked for and received license renewal last July.

Earlier protest against the WDAS application to sell its existing facilities had been filed by WHAT Philadelphia.

Application for FCC approval to sale of WDAS 1400 kc facilities for $72,000 to Friendly Broadcasting Co. (Richard Eaton) was filed last September. WDAS said it had a CP to move to 1480 kc, and that in addition to the $72,000 purchase price, Friendly Broadcasting Co. would pay $4,350 a year for seven years' rental of the old WDAS studios. WDAS owner Max M. Leon pointed out that he had bought WDAS for $500,000 in 1950 and had spent $53,000 in 1953 for new studios and planned to spend $163,000 for complete new studios and equipment for the 1480 kc operation. He cited cases in which the Commission had approved such sales of old facilities.

WPEN argued that there was no precedent for a licensee to sell the frequency he was vacating.

Mr. Eaton, through United Broadcasting Co., owns WOOK-AM-TV and WFAN (FM) Washington, WSID and WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Maryland, WJMO Cleveland and WANT Richmond, Va.

New Uhf Stations Requested For Yakima and Anderson

APPLICATIONS for two new uhf tv stations at Yakima, Wash., and Anderson, Ind., were filed with the FCC last week.

Applicant for new tv station on ch. 23 at Yakima is Robert S. McCaw, doing business as Chinook Tv Co. Mr. McCaw is president and one-third owner of KYAK Yakima, KALE-AM-FM Richland, and president and half-owner of KEAN Renton, all in Washington. Mr. McCaw also is 10% owner of Harbor Tv Corp., community tv system at Aberdeen.

At Anderson, applicant for new tv station on ch. 61 there is Great Commission Schools Inc., owner of Civic Broadcasting Co., licensee of WCBC Anderson. Great Commission, a non-profit organization, plans to buy all the equipment, antenna and tower of the now defunct ch. 64 WBKZ-TV Battle Creek, Mich., for $44,000.

IT'S A PROUD FACT...

that station demand for NORTHWEST-trained personnel has taxed our Portland school to the limit. Radio and TV station executives will be happy to know that TWO new Northwest Radio and TV School centers are now in operation to build an even greater pool of trained, responsible men and women.

NORTHWEST RADIO and TV SCHOOL

now takes a

GIANT STEP FORWARD

WITH 2 NEW TRAINING CENTERS IN CHICAGO AND HOLLYWOOD

- Professional Studios
- Extension Training
- Placement Service
- Film Training
- Consulting Service

NORTHWEST RADIO and TV SCHOOL of PORTLAND

540 No. Michigan Ave. Chicago, Illinois

1440 No. Highland Ave. Hollywood, California

1221 N. W. 21st St. Portland, Oregon

HEARING SET DEC. 8 ON RCA-JUSTICE SUIT

RCA holds that Justice Dept.'s antitrust suit on patent-licensing should be moved to U. S. Court in Delaware which issued 1932 consent decree.

HEARING on a motion to transfer the Justice Dept.'s civil antitrust suit against RCA [B•T, Nov. 22] to the Delaware District Court was set last week for Dec. 8.

The motion to transfer was filed by RCA on grounds primarily that the Justice Dept.'s suit deals solely with patent-licensing matters that were the subject of a 1932 consent decree filed in the Delaware Court and accordingly that court should have jurisdiction.

The antitrust suit was filed in the U. S. District Court for the Southern District of New York and Senior District Judge John C. Knox heard preliminary argument between RCA and government counsel last Wednesday, finally granting the government's request for two weeks in which to prepare a brief setting forth its position.

Basis for the RCA request, asking that the government be required to show cause why the case should not be transferred to the Delaware District Court, was outlined in an affidavit filed by John T. Cahill of the law firm of Cahill, Gordon, Reindel & Ohl, counsel to RCA.

Mr. Cahill noted that supplemental consent decrees in 1934 and 1935 had been entered, and said the decree of 1932 and agreements approved by it have been before the Delaware court twice, once in 1942 and again in 1954.

He stated that the 1942 proceeding involved a motion by the assistant attorney general to vacate the decree on the ground it was no longer in the public interest. He pointed out that this motion was denied in the court in Delaware and on April 5, 1943, the Supreme Court dismissed the government's appeal from that decision on motion of the Solicitor General.

The 1954 decision upholding the consent decree, Mr. Cahill said, resulted from a motion brought by the General Electric Co., a party to the decree, which sought an interpretation. Mr. Cahill observed that the plaintiff "also appeared in this latter proceeding once again to urge that the decree and the agreements approved thereby were not in the public interest."

In urging the action be transferred to the Delaware Court, Mr. Cahill made the point that the activities of RCA under the consent decree of 1932 embrace all its patenting activities and its relationship with hundreds of corporations. If tried in New York, he asserted, it will require "substantially all the time of a single judge over a considerable period of time." He added:

"The principles of comity and of the orderly administration of justice lead to the single conclusion that this action should have been brought in the United States District Court for the District of Delaware, the court which entered the consent decree of 1932, which lies at the heart of all the matters alleged in the instant complaint. The Delaware Court has reserved continuing jurisdiction with respect to the consent decree of 1932 and the activities of RCA and others thereunder."

The affidavit took notice that the complaint named RCA only as a defendant, but listed as co-conspirators the General Electric Co., Westinghouse Electric Corp., American Telephone & Telegraph Co., Western Electric Co., and Bell Labs. They were described in the affidavit as "parties to the proceeding which resulted in the consent decree of 1932 in the United States District Court for the District of Delaware."

McCarthy Told No

MOST non-talked about episode in the continuing series of McCarthy-network relations, which have not been "healthy," was still quite a mystery last week.

NBC disclosed Monday night in a brief statement that it had turned down a request by Sen. Joseph R. McCarthy (R-Wis.) for free tv time on Thanksgiving Day, presumably to answer criticism directed against him because of his hospitalization for an elbow injury. The request was made on Nov. 21 by the senator's wife in a telephone call to Eugene E. Juster, manager of films for NBC. A network spokesman said Mrs. McCarthy did not give any reasons for the request except to say it was in connection with the Senate's censure charges against her husband. Other tv networks reported no similar requests.

What did the senator and Mrs. McCarthy have in mind? Network spokesmen said they had no idea.

Three Radio Station Sales Get Approval

SALE of KJR Seattle, Wash., WWOK Charlotte, N. C., and KOFO Ottawa, Kan., received FCC approval last week.

KJR was sold by Ted Gamble and C. Howard Lane for $150,000 to John F. Malloy and Lester M. Smith [B•T, Nov. 8].

Mr. Gamble sells his 90% interest in KJR in order to exercise his option to acquire a one-third interest in KOMO-AM-TV Seattle.

Mr. Malloy is owner of KVSM San Mateo, Calif., and 10% owner of KROY Sacramento. Mr. Smith is manager of KVSM. Messrs. Gamble and Lane are part owners of KOIN-AM-FM-TV Portland, Ore.

At Charlotte, 60% interest of new am station WWOK, now under construction, was sold to Robert W. Rounsaville [B•T, Nov. 1]. Mr. Rounsaville pays $3,000 for 10% share and receives an additional 50% interest for managing the station.

Mr. Rounsaville is licensee or has majority interest in WQXI-AM-TV Atlanta, Ga.; WLOU-WQXL-TV Louisville, Ky.; WCIN-WQXN-TV Cincinnati; WBAC Cleveland, Tenn.; WMBM Miami Beach, Fla., and WBEJ Elizabethton, Tenn.

At Ottawa, KOFO was sold by the Ottawa Broadcasting Co. to Roderick B. Cupp and his wife, Edwina W. Cupp, for $40,000. Mr. Cupp is a sales employe of KMBC-AM-TV Kansas City.

WHTN-TV Huntington Wins Power, Tower Boost

BOOST in effective radiated power to full 316 kw and increase in antenna height to 1,270 ft. above average terrain were granted ch. 13 WHTN-TV Huntington, W. Va., by FCC last week. Authorization is subject to condition that the tower will be removed in the event a second runway is added to the local Tri-State Airport and to such changes as may be required if a reallocation proposal by ch. 27 WLAP-TV Lexington, Ky., is approved.

WHTN-TV, now under construction, originally was granted ERP of 238 kw with antenna height above average terrain of 740 ft. The tower height boost was arranged through an agreement with the New York Regional Airspace Subcommittee, FCC explained. WLAP-TV's proposal, on which FCC has invited comments, involves addition of ch. 4 at Richmond, Ky., and a change of the boundary of allocation Zone I [B•T, Sept. 20].

Stations in 4 Cities File for Transfers

APPLICATIONS for the transfers of KANG-TV Waco, Tex.; WNEM-TV Bay City, Mich.; WUSN-AM-TV Charleston, S. C., and WVVW and WJPB-FM-TV Fairmont, W. Va., were filed with the FCC last week.

At Waco, ch. 34 KANG-TV was sold by Central Texas Tv Co., permittee, to KTBC-AM-TV Austin, Tex., for $115,000 and assumption of $19,000 indebtedness.

KANG-TV, on the air since November 1953, reported it has sustained heavy losses because of the failure to obtain network and national business in sufficient volume to meet operating expenses. The application disclosed a surplus deficit of $145,555.

Ch. 7 KTBC-TV, the only tv station at Austin, reported a surplus of $502,469 and a profit of $55,166 as of Sept. 30.

• At Bay City, one-third interest of ch. 5 WNEM-TV was sold by Saginaw Broadcasting Co. for $155,000 to Gerity Broadcasting Co. Gerity Broadcasting, licensee of WABJ Adrian and permittee of WPON Pontiac, both in Michigan, will now be sole owner of the station. Saginaw Broadcasting is operator of WSAM-AM-FM Saginaw, Mich.

• At Charleston, 40% interest in WUSN-AM-TV was purchased for $48,418 by the Evening Post Publishing Co., former owners of WTMA-AM-FM there. Evening Post had dismissed its competitive bid for the ch. 2 facility at Charleston in exchange for an option to purchase the 40% interest in the new tv venture.

• At Fairmont, 75% interest in the three facilities was sold by J. Patrick Beacom for $72,500 to Donn D. Baer, owner-manager of Donn D. Baer Auditing Service Co., Cincinnati. Mr. Beacom retains a 25% interest [B•T, Nov. 22]. Ch. 35 WJPB-TV has been on the air since April and carries ABC, NBC and DuMont programming.

WRNL Protests Radio Ban, Wins Va. Commission Approval

PROTEST by WRNL Richmond, Va., to the Virginia Commission on Public Education—which had banned radio coverage at the public hearing on school segregation—succeeded in swaying the commission to switch its position and allow recordings of the proceedings, according to the station, which claims to have been the only station to protest the prohibition.

Roger Mudd, WRNL news editor, opposed the ruling in a memorandum to State Senator Garland Gray, commission chairman, in which he pointed out that since a court reporter would take down every word during the hearing, which would become public information, a recorder would merely "substitute the voice

Rep. Priest Praised

REP. J. PERCY PRIEST (D-Tenn.), who as ranking Democrat on the House Commerce Committee is in line for chairmanship of that committee, was commended by a fellow Tennessean and Democrat last week. Sen. Estes Kefauver (D-Tenn.) said he wished to go on record as being "high in my praises of Congressman Priest."

of the speaker for the voice of the newsman."

Although the commission, after hearing the memorandum read, voted against radio 20 to 7, Mr. Mudd proceeded to set up his recording equipment and again asked that the decision be reversed. Four minutes before the start of the hearing, Sen. Gray and the other members of the commission decided in favor of radio coverage. WRNL recorded the sessions and broadcast portions of the hearings at various times throughout the day and evening.

Kingston Shift Asked

WKNY-TV Kingston, N. Y., has petitioned FCC for rule-making to alter several area uhf channels to permit it to switch from ch. 66 to ch. 21. Station explained that inefficiency of its transmission facilities as well as the instability of set owners' uhf converters on ch. 66 requires the change. WKNY-TV seeks substitution of ch. 27 for 21 at Hanover, N. H., and ch. 75 for 27 at Concord, N. H. Alternate plan is to substitute ch. 43 for 21 at Hanover and ch. 21 for 43 at Laconia, N. H.

KCOR-TV Asks for Ch. 14

KCOR-TV San Antonio, all-Spanish language station in construction status, petitioned FCC last week to substitute ch. 14 for its assigned ch. 41, requiring substitution of ch. 30 for 14 at Seguin, Tex. KCOR-TV explained that the large Spanish-language market there includes 4,700 public housing apartments which must employ indoor antennas. In view of the present stage of the art and calculations based on the Fresnel diffraction theory, ch. 14 will work better with indoor antennas than the higher channel, KCOR-TV said.

Dulles to Open VOA Studios

SECRETARY of State John Foster Dulles will formally open the U. S. Information Agency's Voice of America studios in Washington Wednesday at 4 p.m., Theodore C. Streibert, USIA director, announced last week.

VOA's long-planned move from New York to Washington has been in progress for some time and is virtually complete. The Voice's new Washington headquarters, where the Wednesday dedication will be held, are on the second floor of the Health, Education & Welfare Bldg., 330 Independence Ave., S.W. VOA director is J. R. Poppele.

Cost of the move, VOA said, is estimated at $2,600,000, or $400,000 less than the original calculation. The figure includes construction at the Washington installation and moving of personnel and equipment. The 4 p.m. opening ceremonies will be followed by a tour of the 14 new studios.

Election Backfire

A GAG backfired during this month's election to give Robert E. (Coffeehead) Larsen, WEMP Milwaukee, Wis., disc jockey a 406 to 60 plurality in the local contest for county surveyor—a non-salary job. Mr. Larsen jokingly announced his candidacy when it was pointed out to him that no one was entered on the ballot for the position. The gag has its drawbacks though: If he becomes surveyor and is unable to perform the surveyor's duties or is unable to deputize someone to do it for him he is subject to a $25 to $50 fine; he is also liable to a $100 fine if he does not post a $1,000 surety bond.

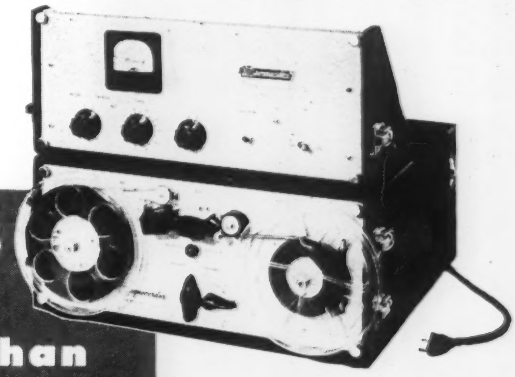
GOVERNMENT PEOPLE

Leland Stanford Briggs, former vice president and general manager of eastern regional offices, executive committee member and advertising copy production creative director, McCann-Erickson, N. Y., to U. S. Information Agency, Washington, as chief of press service.

Kenneth A. Norton, chief, Systems Research Laboratory, National Bureau of Standards Central Radio Propagation Laboratory, Washington, D. C., named chief, Radio Propagation Engineering Div., Boulder, Colo., Laboratories, NBS; **Dr. Harold A. Thomas,** head, Fuze Branch, Naval Ordnance Laboratory, Corona, Calif., appointed chief, Radio Standards Div., NBS, Boulder.

THE VOYAGER

The first one-case professional tape recorder for remotes. Complete with line level amplifier with bridging input and low impedance microphone jack, 600-ohm balanced output. Switch for 2-speed equalization and monitor jack on front. ±2 db. from 50 to 15,000 cps at 15 ips.



MORE MAGNECORDERS are used in professional and broadcast installations than all other recorders combined!

THE M-81

Slot-loading, push-button instant control. Case, rack, or console mounting. Amplifier and mechanical unit invert for easy servicing in console. Full track operation (half track available on special order) and instant dual speed selection — 7½ and 15 ips standard, 3¾ and 7½ ips available on special order. Microphone and bridging inputs. ±2 db. from 40 to 15,000 cps at 15 ips. Timing accuracy 3 sec. in 30 min. Signal-to-noise ratio exceeds 55 db. Flutter less than 0.15% RMS at 15 ips. Conforms to NARTB response curve.

Call, write or wire for full information and specifications—or see your Magnecord dealer, listed under "Recorders" in your classified telephone directory.

Magnecord, INC.
the finest name in tape recording

1101 SOUTH KILBOURN AVENUE • CHICAGO 24, ILLINOIS • DEPT. B-11

RYAN NAMED EXECUTIVE V. P. OF QUALITY RADIO GROUP

Former president of Broadcast Advertising Bureau will set up sales offices in New York. The 25-station tape group, as of Wednesday, boasted one sponsor—Avco Mfg. Corp.

QUALITY Radio Group will move this week to break ground under the operating leadership of William B. Ryan by opening a New York office and proceeding with ambitious program sales plans for presentation to national advertisers.

The selection of Mr. Ryan, veteran broadcaster and former president of Broadcast Advertising Bureau, climaxes the organizational alignment of the new cooperative nighttime tape recording group boasting 25 of the nation's leading high power stations.

Mr. Ryan's appointment as executive vice president and chief executive officer was announced Tuesday by Ward Quaal, QRG president and vice president of Crosley Broadcasting Corp., following an all-day board meeting in Chicago. Mr. Ryan currently is seeking out real estate availabilities in New York for the new office, which will serve as the focal point for QRG sales pitches.

MR. RYAN

It was understood that a number of top agencies already have been sounded out on behalf of advertisers who might be interested in buying Quality properties on the 25-station slate. As of Wednesday, QRG Inc. had one definite commitment at least—from Avco Mfg. Co. for the purchase of the 30-minute *Midwest Hayride*, to be originated by WLW Cincinnati. Starting date for the series on Quality was not revealed, but it was understood to be in the near future.

Once the office is set up, Mr. Ryan is expected to proceed with sales presentations designed to sell advertisers on nighttime network radio on a cooperative tape program basis. A Chicago office will be started in the near future to service Midwest clients, and other stations are expected to be added in time.

Mr. Quaal hailed Mr. Ryan's appointment, from a list of nearly 30 names, as a harbinger of Quality's "immediate success." He stated:

"In selecting Bill Ryan as the Quality Group's operating head, the board has chosen one of the industry's most prominent leaders, a man with an outstanding background of 20 years in network sales, station management and radio sales promotion. He is thoroughly a "radio man"—knows the medium, believes in it and knows how to sell it. The board anticipates immediate success of the Quality Group under his leadership."

Mr. Ryan, who flew from his New York home to Chicago to confer with board members on his appointment, said he was pleased to be associated with Quality Radio Group Inc. because of the opportunity to promote "the nation's greatest low cost sales medium" and expressed the conviction it would contribute to radio's continued prosperity in all markets, including the major ones. Mr. Ryan's salary was not revealed.

Announcing he would immediately open the New York operation, Mr. Ryan stated:

"The idea which has now found expression in the formal launching of the Quality Radio Group has been one shared enthusiastically by the nation's outstanding radio broadcasters for many years. National advertisers will now be able to purchase prime coverage in the nation's major markets on a single program, single rate basis. I'm delighted to be a part of this exciting new venture because it represents another opportunity to promote the nation's greatest low cost sales medium. Although the Quality Group will confine its efforts to major markets, I am convinced that its effectiveness will contribute as well to the continued prosperity of radio in all markets."

Selection of Mr. Ryan was viewed by QRG executives as a "natural" because of his past stewardship of BAB on the national radio sales promotion line. He previously was general manager of the old NAB (now NARTB), joining it in 1950 after general managership of KFI Los Angeles for eight years. He also has been active in network sales.

QRG Inc. was incorporated last September after an organizational steering committee met in Chicago to lay the groundwork for the project [B•T, Sept. 6]. At that time hope was expressed that Quality might move fast enough to take advantage of the fall business season, perhaps by Oct. 1. It now hopes to interest a sizable number of national clients like Avco in its program fare by the year's end. Advertisers are required to buy the entire slate of outlets, most of which are expected to supply programs for the tape venture. Stations are permitted to air the shows at times most convenient in the respective markets and most advantageous to the sponsor.

Time rates are pegged on the basis of current rate cards of each station, with provision for a maximum 25% discount on sales of programs exceeding the customary 52-week cycle. It was not immediately known on what basis Avco bought *Midwest Hayride*, but was presumed to be for a year. Stations pay dues under the formula of 20 times the "average" daytime hourly rates.

Members of the QRG Inc. board include Mr. Quaal; W. Howard Summerville, WWL New Orleans, who is vice president; Donald Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines; John H. DeWitt Jr., WSM Nashville; Chris J. Witting, Westinghouse stations; Frank P. Schreiber, WGN Chicago; J. Leonard Reinsch, WSB Atlanta; C. T. Lucy, WRVA Richmond, Va.; Charles Crutchfield, WBT Charlotte; James Gaines, WOAI San Antonio and Frank Fogarty, WOW Omaha. William D. Wagner, WHO Des Moines, is secretary-treasurer.

All were present at Monday's meeting at the Palmer House in Chicago save Messrs. Gaines, Witting and Crutchfield.

QRG's N. Y. Hqtrs.

TEMPORARY headquarters of QRG have been established by Executive Vice President William B. Ryan, at 509 Madison Ave., N. Y.; phone, Plaza 8-3013.

INCREASE in power from 24 kw to 214 kw takes place at WTVH (TV) Peoria, Ill. [B•T, Nov. 22], as Henry P. Slane (l), president, Hilltop Broadcasting Co., operator, WTVH-AM-TV, throws a switch putting into operation a new RCA 12.5 kw transmitter. Edward G. Smith, station general manager, looks on.

WPTZ (TV) Oct. Sales High

WPTZ (TV) Philadelphia reports that October sales reached an all-time high for the 22-year-old station, exceeding the next highest sales month, November 1953, by 5.3%.

Alexander W. Dannenbaum Jr., station commercial manager, also said that October sales were up 11.6% over the same month last year and that sales for the first 10 months of this year exceed those of the first 10 months of 1953 by 20%.

A PAIR of South Dakota pheasants was presented to Frank Fitzpatrick (c) of The Katz Agency, when a special tour of the Midwest and East sponsored by WNAX Yankton, S. D. [B•T, Nov. 15], landed in New York. George B. German (l), WNAX farm reporter, makes the presentation, and Barney O'Lavin, head of the travel agency that planned the tour, helps Mr. Fitzpatrick with his catch.

BUNKER TO HEAD WOKY-TV FOR CBS

EDMUND C. BUNKER, general sales manager of KNXT (TV) Hollywood and the Columbia Television Pacific Network, will become general manager of WOKY-TV Milwaukee when CBS-TV's purchase of the outlet is approved by FCC, Merle S. Jones, vice president in charge of CBS-owned tv stations and general services, announced last week.

MR. BUNKER

Mr. Bunker has been associated with CBS-TV since June 1949, starting as a network sales account executive and rising to his present California post in November 1952. He was an account executive with ABC in New York in 1948-49, was an executive with Avery-Knodel Inc. station representation firm, from 1945 to 1948, and, prior to wartime service with the Navy air force, was regional sales manager for WIS Columbia, S. C., from 1939 to 1942, and program director, chief announcer and salesman for WCSC Charleston, S. C., from 1937 to 1939. He also spent a year as announcer and copywriter at WTOC Savannah, Ga., in 1936 after starting his broadcasting career with WCSC while an undergraduate at Charleston College.

CBS bought WOKY-TV (ch. 19) from Gerald A. Lee and David Bartell for approximately $335,000, subject to the customary FCC approval [B•T, Oct. 25]. The purchase was announced on the effective date, Oct. 22, of the FCC rule permitting a single company to own seven tv stations provided not more than five are in the vhf band.

WSFA-TV Begins Operations; Sale to WKY Waits FCC OK

WSFA-TV Montgomery, Ala., was scheduled to begin regular programming yesterday (Sunday) as that city's second tv and first vhf. Sale of the ch. 12 outlet by Montgomery Broadcasting Co. to WKY Radiophone Co. (WKY-AM-TV Oklahoma City), which is owned by the Oklahoma City *Daily Oklahoman* and *City Times*, is pending before the FCC. WSFA-TV is affiliated with NBC and represented by Headley-Reed Tv.

The station's purchase by WKY has been protested by WCOV-AM-TV Montgomery and KWTV (TV) Oklahoma City on the grounds that the parent company, Oklahoma Publishing Co., has practiced advertising and editorial discrimination against other radio-tv stations [B•T, Nov. 8, Oct. 25]. WKY has denied the allegations terming them "false and scandalous."

Reports from other stations:

KCKT (TV) Great Bend, Kan., the first local tv there, is expected to begin commercial operations today (Monday). A special opening program was scheduled for yesterday. The ch. 2 station is represented by The Bolling Co. with Les Ware as general manager.

WIRI (TV) Plattsburg, N. Y., owned by the Great Northern Television Corp., expects to begin programming Wednesday with a special inaugural ceremony to take place next Sunday. Joel H. Scheier is president and general manager of the ch. 5 station. DuMont equipment will be used throughout. WIRI is represented by Adam Young Tv Corp.

KLOR (TV) Portland, Ore., the city's third tv, is scheduled to begin programming March 1 affiliated with ABC and represented by George P. Hollingbery Co. The ch. 12 station is owned by Oregon Television Inc. with S. John Schile, vice president of Rocky Mountain Broadcasting System, as general manager. Class A base hourly rate is $500.

KMBC-TV Now With 316 Kw From New 1,079-Ft. Tower

OPERATION with full 316 kw power was begun Nov. 21 by KMBC-TV Kansas City, Don Davis, first vice president of KMBC Broadcasting Co., has announced. The ch. 9 station, which has been telecasting since Aug. 1, 1953, from a temporary transmitter, is now operating from its new tower-transmitter site at 23rd and Topping. The tower is 1,079 ft. and the color-equipped transmitter is RCA. Consulting engineers have predicted that the new KMBC-TV ch. 9 signal will be easily picked up as far as 85 miles from Kansas City with fringe area coverage extending to more than 150 miles, according to the station.

WHIO-AM-TV Dayton, Ohio, was host to William B. Lodge (2nd r), CBS engineering vice president, during his recent visit to that city. Looking over some of the equipment involved in tripling the stations' present facilities are (l to r) Robert H. Moody, general manager; J. Leonard Reinsch, executive director of radio and tv for the Cox stations; Mr. Lodge; Ernest Adams, WHIO-AM-TV chief engineer.

WILY Gross Up Under Kluge

INCREASE of 300% in gross business of WILY Pittsburgh in the three months since operation was taken over by John W. Kluge, head of the Kluge station group, was announced last week by Ernie Tannen, WILY general manager. The new business includes 193 accounts. Herbert A. Waters, formerly of WKJF (FM) and WKJF-TV Pittsburgh, has joined WILY as sales manager.

WATE (TV) Plans Changes

WATE (TV) Knoxville, Tenn., operating since October 1953 on 8 kw visual and 4 kw aural, plans to increase its power to the maximum 100 kw visual and 50 kw aural in the next few weeks, the station announced. The ch. 6 station says also that it will be equipped to transmit network color soon.

If you want
DEPARTMENT
STORE
business . . .
. . . You need
DEPARTMENT
STORE
STUDIES

D.S.S. gives you . . .

- A manual on department store promotional patterns and procedures - - -
- A folder a month with (1) the latest department store sales trends and statistics, telling you what stores are advertising—when and why.
- (2) a series of hard and soft line campaign suggestions, tailor made for your salesmen's use—exactly the kind of information that department stores want on item selling data.
- (3) suggested scripts taken from the files of the D.S.S. test markets.
- D.S.S. is the only EXCLUSIVELY department store promotional service in existence.
- Several hundred radio stations have used D.S.S. over the past three years.
- Your department stores are your largest local advertisers.
- D.S.S. shows YOU how to show THEM how to make radio sell their goods.
- D.S.S. costs $36.00 a year, payable quarterly if you want.

DEPARTMENT STORE STUDIES,
mailing office
119 West Market Street,
Pottsville, Pennsylvania

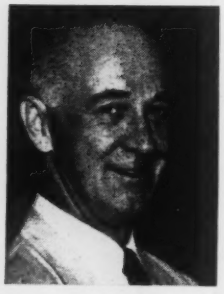
Send me D.S.S. to start with the current issue ☐
Check for first quarter enclosed ☐
Bill me for the first quarter ☐
Bill me for the entire year ☐
Name .....
Address .....

GEORGE B. STORER (3d from r), president of Storer Broadcasting Co., is shown arriving in Cleveland for the closing of the $8.5 million Storer purchase of Empire Coil Co. and its two tv stations, WXEL (TV) Cleveland and KPTV (TV) Portland, Ore. Greeting Mr. Storer and party is Franklin Snyder (l), WXEL vice president. Others (l to r): William E. Rine, Storer vice president, northern district; Comdr. Peter Reid, Miami Beach, Fla., personal friend of Mr. Storer; Mr. Storer, Ewald Cockritz, Storer program director, and Lee B. Wailes, Storer executive vice president.

CLOSING of the $8.5 million purchase of Empire Coil Co. [B•T, Nov. 22] actually was made by George B. Storer Jr. (seated, r), finance vice president of Storer Broadcasting Co. Seated on Mr. Storer's right is Martin W. Kramer, counsel for Empire Coil Co. Standing are Mervin B. France (l), president, Society for Savings, in whose office the closings took place, and John E. McCoy, general counsel and secretary of Storer Broadcasting Co.

New Storer S.F. Office Headed by Gayle Grubb

ESTABLISHMENT of a San Francisco office for the development of national business placed on the West Coast has been announced by Lee B. Wailes, executive vice president of Storer Broadcasting Co. The new office is being set up principally as a result of Storer's recent acquisition of KPTV (TV) Portland, Ore. [B•T, Nov. 1], the announcement said.



MR. GRUBB

Gayle V. Grubb, Storer vice president and managing director of WJBK-AM-TV Detroit, is being transferred to San Francisco to direct the new office. Mr. Grubb, before joining Storer, was vice president of American Broadcasting Co. and general manager of KGO San Francisco.

Management at WJBK-AM-TV, Mr. Wailes said, will follow the Storer pattern of separate operations under individual managers. Harry Lipson, currently assistant managing director and sales manager for both properties, has been appointed general manager of WJBK. Bill Michaels, formerly managing director of KGBS-AM-TV San Antonio (recently sold by Storer and now known as KENS-AM-TV), has been named general manager of WJBK-TV.

Other appointments announced by Mr. Wailes included that of Franklin Snyder as vice presiden of WXEL (TV) Cleveland, purchased with KPTV (TV) Portland from Empire Coil Co. Mr. Snyder has been vice president of the station since 1949 under Empire Coil. John D. (Jack) Kelly, former vice president and sales manager of WJW Cleveland, has been named general manager. Storer has acquired WJW from William O'Neil.

In Portland, Russell K. Olsen, general manager of KPTV since 1953, will continue in that capacity under Storer. Operation of the station will come under the general supervision of Stanton P. Kettler, Storer vice president, who also supervises WBRC-AM-TV Birmingham, Ala.; WAGA-AM-TV Atlanta, and WGBS Miami, other Storer properties.

MR. MICHAELS

MR. LIPSON

MR. KELLY

MR. OLSEN

Messrs. Michaels and Lipson in Detroit and Snyder and Kelly in Cleveland will report to William E. Rine, Storer northern district vice president.

WRUL Latin American Chain Covers IAEC Conference

WORLD WIDE BROADCASTING SYSTEM, operator of international station WRUL and founder of the new Inter-American Radio Network of 54 Central and South American radio stations which carry WRUL programs nightly, undertook last week to block communist propaganda before it could start.

With the opening of the Inter-American Economic Conference in Rio de Janeiro on Monday, WRUL, privately owned international shortwave station, went into action with on-the-spot reports designed to get factual accounts of developments to its listeners throughout Latin America before distorted versions could reach them by other media.

An indication of the success of the maneuver, worked out by World Wide President-Founder Walter S. Lemmon in cooperation with U. S. government authorities, followed immediately after WRUL's broadcasts on the first night—four stations in Brazil asked for and received permission to rebroadcast the WRUL accounts.

Three WRUL staff members, headed by Zachery DeGaster, chief of the station's Latin American network operations, are handling the on-the-spot coverage of the conference, giving detailed summaries of each day's sessions in Spanish and Portuguese. These summaries are telephoned direct to WRUL's New York studios over radiophone circuits, routed from there by private wire lines to the WRUL transmitters at Scituate, Mass., near Boston, and then beamed to all of Latin America. WRUL has five transmitters at Scituate with powers of 50 kw, and is beaming the program on three frequencies in the 31, 25, and 19 meter bands.

"For the first time," President Lemmon said, "detailed reports on the actual happenings at an important Inter-American conference are reaching the people all over Central and South America the same night." He noted that many rural areas of Latin America are slow in getting the news and that when it does come, newspaper reporting often has been distorted by communists and other elements hostile to the United States.

"Our aim at the Rio conference," Mr. Lemmon continued, "is to get out factual information on what actually occurs through close cooperation with our government delegates at Rio, and to get it out by the fastest methods possible. By broadcasting an accurate account of the conference proceedings on the same night, we will eliminate the possibility of any distortion and misrepresentation in advance."

WFBM Inc. Changes Corporate Structure

Will offer 160,000 shares of common stock to the public.

TRANSFORMATION of the Bitner-owned WFBM Inc. into a new corporation with some public stockholders was announced last week by Harry F. Bitner Jr., president of new Consolidated Television & Radio Broadcasters Inc.

To be underwritten by Reynolds & Co. Inc., New York, 160,000 shares of common stock will be sold to the public at $12.62 per share. Stock will be listed on the American and Midwest Stock Exchange.

In bringing in public stockholders, the Bitner-controlled broadcasting company will be following the lead of Storer Broadcasting Co., which put 200,000 shares of common stock on the market in 1953. The present 181,583 shares outstanding is selling at 38¼ bid, 39¼ asked. Storer also sold more than 90% of its preferred stock to Jefferson Standard Life Insurance Co. (WBT and WBT (TV) Charlotte, N. C., and other radio and tv interests).

The new Consolidated Tv & Radio Broadcasters Inc. was officially organized Nov. 8. It is capitalized at $1,112,500 and comprises 10,000 shares of 5% cumulative $100 par value preferred, of which 5,060 is outstanding; 1¼ million shares of 5 cents par common, of which 151,800 is outstanding, and 1 million shares of 5 cents par Class B common, of which 455,400 is outstanding.

Also included in the capitalization is a long term obligation of $712,500 which is the remainder of a 12-year note for $925,000 to Leonard A. Versluis for the $1,382,086 purchase of what is now WOOD-TV in 1951. This is payable twice a year in $37,500 installments.

The outstanding stock is the result of the conversion of each WFBM Inc. $1 par value common stock to 3 shares of Consolidated's common and nine shares of Class B common.

In a preliminary prospectus filed with the Securities & Exchange Commission in Washington Nov. 9, the company showed a net profit for every year of each operation. This began in 1939, when WFBM Inc. was formed to buy WFBM Indianapolis. Since then, the Bitner group has acquired WFBM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WEOA Evansville, and WFDF Flint. The prospectus indicated that the company is still fighting to acquire tv stations in Evansville and in Flint. There are 320 full- and part-time employees.

Balance sheet of WFBM Inc. and subsidiaries as of Aug. 31 showed total assets of more than $6.5 million, of which almost $2 million were total current assets. Total current liabilities were listed as more than $1.85 million and retained earnings were shown as somewhat less than $4 million.

Earning statement for the last eight years showed that the company had a net income of $204,481 after taxes in 1947, and has an estimated net income of $962,589 after taxes for nine months in 1954. Operating revenue was $902,655 and expenses $345,449 in 1947. For nine months this year, operating revenue is estimated at $5,124,486 and expenses at $1,996,116. The WFBM fiscal year was Nov. 30.

Gross radio revenues continued to rise from 1950 to 1952, but slipped in 1953. At the same time, tv gross revenues zoomed up from 1950 to 1953. The figures:

Fiscal Year	Gross Revenues Radio	Television
1950	$1,371,839	$ 544,341
1951	1,412,786	1,808,304
1952	1,763,604	3,526,675
1953	1,657,947	4,811,405
1954 (9 mos. to Aug. 31)	1,062,552	4,053,847

The company also declared that the bulk of its radio gross time sale in 1953 came from local advertising, while in tv it came from national spot advertising. In radio, 14.5% of gross time sale came from network, 37% from national spot, and 48.5% from local advertising. In tv, 20% came from network, 49% from national spot and 31% from local advertising.

In discussing the question of radio rates in relation to television, the company said that it believed daytime radio rates had stabilized but that nighttime radio rates in tv areas may have to be reduced further than they already have.

The prospectus also indicated that the company has a $750,000 bank credit running to July 31, 1955, with the Mellon National Bank and Trust Co., Pittsburgh. This is in reserve for use if the company secures tv grants in Evansville or Flint, or both.

In the Evansville ch. 7 case, the FCC hearing examiner eliminated WFBM Inc. on the ground that it already had two tv properties and therefore ran afoul of the FCC's diversification policy. However, he said he considered WFBM Inc. best qualified on other grounds. Exceptions to the initial decision have been filed.

In the Flint ch. 12 case, WFDF was favored by the hearing examiner in his initial decision, but the FCC reversed the examiner, among other reasons, on the ground that WFDF was owned by a multiple broadcast owner. A petition for reconsideration has been filed.

In addition to the Harry M. Bitners, other major stockholders, all related to the Bitners, are Evelyn H. Bitner (wife of Harry M. Sr.), Evelyn H. Pearson (daughter of Harry M. Sr.), and Jeanne E. Bitner (former wife of Harry M. Jr.). Mr. Bitner Sr. owns 32.02% of both classes of common stock. Mr. Bitner Jr. owns 13.34 of both classes of common stock, as do the others mentioned above.

The 160,000 shares of common stock to be put on the market will come from the following in these amounts: Mr. Bitner Sr., 40,150; Evelyn H. Bitner, Evelyn H. Pearson, and Mr. Bitner Jr., 20,250 each; Jeanne E. Bitner, 51,000, and Dorothy Y. Kapner (wife of Leonard Kapner, president of WCAE Pittsburgh), 8,100.

Mr. Bitner Sr., chairman of the board, was shown to have received $38,387 plus $3,586 profit sharing in fiscal 1953. Other remuneration for that year was: Mr. Bitner Jr., president, $44,570 plus $3,489 profit sharing; William F. Kiley, vice president (and general manager of WFBM-AM-TV), $35,840 plus $2,915 profit sharing. Mr. Bitner Jr. also has an agreement with the company which pays him $20,000 per year for 10 years after retirement at age 60.

Mr. Bitner Sr. is the former publisher of the Hearst-owned Pittsburgh *Sun-Telegraph*.

The prospectus showed that the company

Am-Tv Only

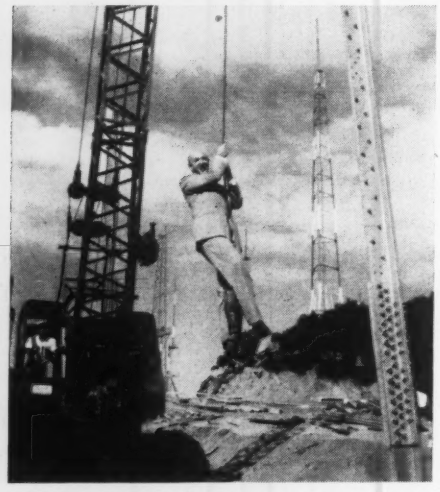
FINANCIAL epitaph as contained in the preliminary prospectus filed with the Securities & Exchange Commission Nov. 9 by Consolidated Television & Radio Broadcasters Inc. (Bitner):

"It [the company] operates no frequency modulation radio stations."

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill
Rock Island, Ill
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
WOC
5,000 W 1420 Kc
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

was engaged in building a $450,000 studio and office building in Grand Rapids, of which $156,000 had been paid out for construction, and $118,000 committed for furnishings. It also disclosed that company has leases for studio and other space costing it $36,800 annually.

The book value of the stock was set at $648,198 ($1.07 per share) for the 151,800 common and the 455,400 Class B common outstanding.



SWING AND SWAY with Tom McCray might best describe the antics of the KRCA (TV) Hollywood general manager as he inspects the first piece of upright steel that will form the 450-foot base of the station's new transmitter tower atop Mt. Wilson, which is scheduled to be in operation next month.

Nathan Cook, WIBX, Dies

FUNERAL SERVICES were held in Utica, N.Y., last Monday for Nathan W. Cook, 70, national sales and promotion manager for WIBX Utica-Rome. Mr. Cook died suddenly at his home in Utica on Nov. 19.

Mr. Cook, who entered the radio field in 1929, had been associated with WIBX since 1934.

He is survived by his wife, Mrs. Clarynda Rowland Cook, and two daughters, five grandchildren and a brother.

WMAQ 'Blanket' Coverage To Be DJ Show Feature

SALES PLAN offering advertisers "blanket" weekend coverage of an estimated three-and-a-half million listeners for each group of 20 announcements on its disc shows was announced by WMAQ Chicago last week.

Called the "20 plan," the package contains 20 one-minute spots in four selected blocks of time on Saturday and Sunday at a total cost of $500, or roughly 15 cents per thousand listeners, according to Charles Dresser, WMAQ and WNBQ (TV) sales director.

Advertisers must buy a minimum of 10 spots for any given weekend, with announcements limited to one each half-hour period. The station has set aside five hours Saturday and three hours and 15 minutes Sunday during record programs featuring five different WMAQ disc m.c.'s.

KOTV (TV) to Commemorate Fifth Year, Power Boost

KOTV (TV) Tulsa, Okla., has completed conversion to 100 kw from 16.5 kw and has increased its coverage from 9,000 to 24,000 square miles, C. Wrede Petersmeyer, KOTV Inc. president, reports. Its tower reaching 1,328 feet above average terrain, and the $500,000 transmitter are both to be made available to educational KOED (TV) Tulsa when it goes on the air.

Tomorrow (Tuesday) the station has scheduled ceremonies, with Oklahoma's governor participating, to commemorate both the power increase and the station's fifth anniversary.

KTRK-TV Linked by Bell

KTRK-TV Houston has been connected to the Bell telephone system's nationwide intercity television facilities, bringing to 349 the number of stations and 226 the number of cities now capable of receiving live network programs, the Long Lines Dept. of AT&T announced last week.

WKNB-TV Readies for 210 Kw

WKNB-TV New Britain, Conn., is completing installation of equipment to increase its power from 20 kw to 210 kw, according to Peter B. Kenney, general manager of the ch. 30 station. The station estimates its set count is presently 220,000.

THE NEESE Sausage Co. of Greensboro, N. C., enters tv for the first time in its 29-year history and agrees to sponsor *Waterfront* on WFMY-TV Greensboro on alternate weeks with the Streitmann Biscuit Co. of Cincinnati. At the signing are (l to r): seated, Bob Neese, vice president; Homer Neese, president and sales manager; standing, Fred Fischer, WFMY-TV sales representative; Don Pierce, announcer, and Bill Baskerville, commercial manager.

Hoffman Heads KOVR (TV)

LES HOFFMAN, president of Tv Diablo Inc., permittee of KOVR (TV) Stockton, Calif., has been elected chairman of the board, it was announced last week. A. E. Joscelyn, executive vice president and general manager of the ch. 13 outlet, has been elected president succeeding Mr. Hoffman. Mr. Joscelyn will be located in Los Angeles.

Terrie H. Lee, former assistant manager of WFAA-TV Dallas, has been named general manager and executive vice president of KOVR, succeeding Mr. Joscelyn.

CONTRACTING for exclusive use of Dr. Irving Krick's weather service at KLZ-TV Denver, Colo., are (l to r): Paul J. Caubin, general manager, Krick meteorological service; Jack Tipton, KLZ-TV sales manager; Clayton Brace, KLZ-TV program manager, and Phil Hoffman, KLZ-AM-TV manager. Krick service includes seven-day forecasts and picture illustrations of forthcoming weather.

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

WRTB to Go on Air Wed.

WRTB Ripley, Tenn., is scheduled to go on the air Wednesday, Earle M. Daly, owner and general manager, announced Friday. The 250 w daytime station will have Hobson Daws as its commercial manager and Charles Sykes as chief engineer. Equipment is RCA, Andrew tower; services include UP News and Sesac Library. Address is 113 E. Washington St., Trans Highway 51, south. Phone 1060.

Blair-Tv Elects Denninger

JACK DENNINGER, eastern sales manager for Blair-Tv Inc., New York, has been elected a vice president of the station representative firm. Before his managerial assignment, Mr. Denninger had been an account executive with the company. He was formerly with *Sales Management* magazine.

Mr. Joe Must Go On

TEMPORARY loss of the power of speech due to injuries received in an automobile accident didn't "silence" Don Joe, sports announcer and advertising salesman at KMA Shenandoah, Iowa. Following the crash, Mr. Joe learned he had a broken jaw and to properly set it, his teeth had to be wired together. Back at work, literally speechless, Mr. Joe capitalized on his calamity.

Dean Naven, KMA news editor, cut a record for Mr. Joe explaining the latter's predicament. Mr. Joe picked up his sales activity where he had left off before his accident with new sales equipment—the record and a portable phonograph—which replaced his own sales pitch when he called on potential advertisers.

STATION SHORTS

KXLF-TV Butte, Mont., has expanded its programming to start daily schedule at 2:30 p.m., now carrying 9½ hours daily, according to station.

WOW-AM-TV Omaha, Neb., have been granted exclusive rights in their area to broadcast and telecast football game at Tangerine Bowl, Orlando, Fla., Jan. 1.

WCCO Minneapolis-St. Paul saluted by Adv. Club of Minneapolis Nov. 24 in connection with station's 30th anniversary.

WGBI-TV Scranton, Pa., reports 57½% of farms in Wayne, Susquehanna, Lackawanna and Wyoming counties were equipped during 1953 with tv receivers, compared to 24% in 1952, based on statistical report of Pennsylvania Dept. of Agriculture.

KRON-TV San Francisco aired its first local full color program in conjunction with its fifth-birthday celebration Nov. 15.

REPRESENTATIVE APPOINTMENTS

KBES-TV Medford, Ore., has appointed Hoag-Blair Co., N. Y.

Alaska Broadcasting System and **Northern Television Corp.,** which recently became affiliated, has appointed Alaska Radio & Tv Sales.

STATION PEOPLE

Byron W. Ogle appointed executive director, KRGV-AM-TV Weslaco, Tex.; **Millman Rochester** appointed general manager; **Jim Cook** named program director.

Sam H. Bennett, formerly sales manager, KMBC Hollywood, to KTHT Houston, Tex., as manager.

MR. BENNETT

Bill Wegman, WGEM Quincy, Ill., appointed to newly-created position, director of operations; **Mike Olds,** WGEM, appointed to newly-created position, director of public relations.

Thurston S. Holmes, formerly account executive, KSON San Diego, Calif., to WNNJ Newton, N. J., as manager.

Otis Cowan, formerly general manager, Herald-Press Inc., Great Bend, Kan., appointed commercial manager, KCKT (TV) there; **Bob Cawley,** program director and production manager, WUSN-TV Charleston, S. C., to KCKT as sports director, also handling promotion.

Joe Windsor, formerly sales representative, WDAK-TV Columbus, Ga., appointed commercial manager, succeeding **Ed J. Hennessy,** who moves to WEAT-TV West Palm Beach, Fla., as national and local sales manager; **Frank Ragsdale** to WDAK-TV as sales representative.

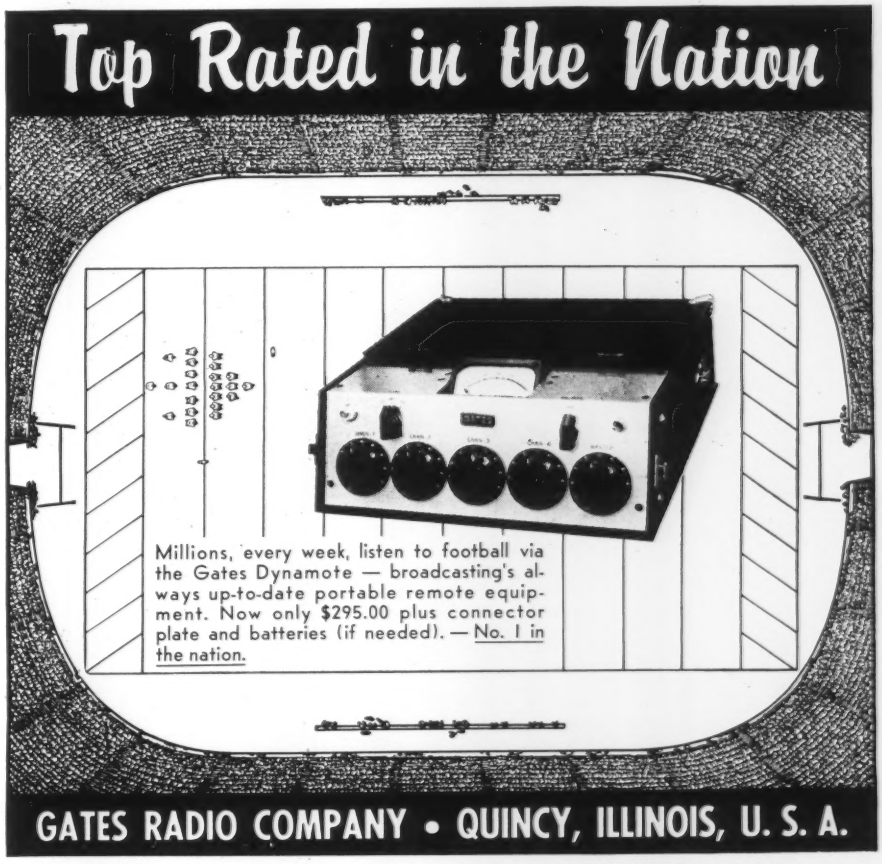
W. S. Jackson, formerly commercial manager, WJLS-AM-FM Beckley, W. Va., appointed director of sales, WKNA-TV Charleston and WOAY-TV Oak Hill, W. Va.; **Robert R. Brown,** production manager, WJLS-AM-FM, appointed director of program and sales dept., WJLS-AM-FM.

Robert C. Walker, program director, WNOE New Orleans, to KOCS-KEDO (FM) Ontario, Calif., as manager, succeeding **Harry Allen,** who moved to KPMO Pomona, Calif., as account executive.

MR. WALKER

James McDonough, general manager, WAKE Greenville, S. C., to WONE Dayton, Ohio, as special assistant to president, program and production depts., succeeding **Ranny Daly,** who moves to special assistant to president, sales dept.; **Jessie Nicodemus,** *Dayton Journal Herald*, to local news dept., WONE, as reporter; **Michael Holland,** formerly head of continuity dept., WONE, returns to station after U. S. Army service; **Vicky Varnum,** formerly with WING Dayton, and **Nancy Thompson** to continuity dept.; **Electa Miller** to bookkeeping dept.; **Jeannine LeMaster** to station as receptionist.

Charles R. Brown appointed technical director, WCHS-AM-TV Portland, Me.; **Arthur Owens,** program director, WCHS, promoted to director

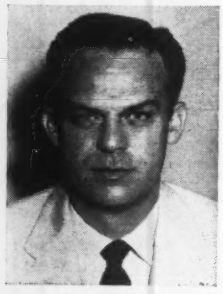

Top Rated in the Nation
Millions, every week, listen to football via the Gates Dynamote — broadcasting's always up-to-date portable remote equipment. Now only $295.00 plus connector plate and batteries (if needed). — No. 1 in the nation.
GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

of radio operations; **Bernard Poole** named program and production director, WCHS-TV.

Bailey Hobgood, assistant program director, WBT Charlotte, N. C., appointed program director, succeeding **William H. Melson Jr.,** who transfers to radio sales dept.; **Wade St. Clair** succeeds Mr. Hobgood; **Jack Knell,** director of news, WBT, appointed director of news, WBT-WBTV (TV).

John W. Galloway, traffic manager, WARL Arlington, Va., promoted to acting program director.

Jay Watson, formerly program manager, WFAA-TV Dallas, Tex., to KPOA Honolulu as sales manager.



MR. WATSON

L. Walton Smith, account executive, Jack Knabb Adv. Co., Rochester, N. Y., to WHAM-AM-TV there as director of promotion and publicity.

William Clark, WLWC (TV) Columbus, Ohio, appointed film director.

Duane Bock, news editor, KOL Seattle, to KMO Tacoma, Wash., in same capacity.

Ken Miller, news director, KVOO Tulsa, Okla., appointed news director, KVOO-AM-TV.

Jerry Landay, formerly with NBC, to KDKA Pittsburgh, as news editor and special events reporter.

Mike Ferguson, formerly with Bureau of Business and Economic Research, Miami, Fla., appointed assistant radio promotion manager, WBBM Chicago.

D. Merle Gore to WSPD-AM-TV Toledo, Ohio, as assistant merchandising director.

Lloyd Sherman II, sales representative for theatre advertising and tv film,, Reid H. Ray Film Industries, St. Paul, Minn., to KSTP there as account executive.

Art Primm, newscaster, to KIRO Seattle as news editor; **Alex West,** sales staff, KCBS San Francisco, to KIRO as sales account executive.

Jay W. Lord, former newspaper space salesman, to KTVT (TV) Salt Lake City as account executive.

George Hemmerle, KJBS San Francisco, to KOVR (TV) Stockton, Calif., as account executive; **Mike Cassidy,** KUTV (TV) Salt Lake City, to sales staff, KOVR, operating from S. F. offices; **Bob O'Brien,** promotion-publicity manager, KOVR, assigned to San Joaquin Valley sales office.

Ivan Rubenstein, engineering scheduling dept., KNXT (TV) Hollywood, transferred to spot sales dept. as assistant spot sales traffic manager.

Ben Buisman, editor, *Oregon Grange Bulletin,* to KEX Portland, Ore., as director, *Oregon Farm Hour.*

Dick Van Dyke, comedian and entertainer, formerly with WSB-TV Atlanta, Ga., to WDSU-TV New Orleans on *Dick Van Dyke Show*; **Tex Mason,** radio, tv and motion picture cowboy personality, to WDSU-TV.

Leo Guild, former host, *Hollywood's Best,* KRCA (TV) Hollywood, and radio-tv columnist, *Hollywood Reporter,* to KFWB there as host, *Amateur Record Hour.*

Janice Okun, assistant to **Luella Fisher,** conductor of *Plain 'n' Fancy Cookin'* program, WBEN-TV Buffalo, N. Y., takes over show with Mrs. Fisher retained in advisory capacity.

Jack Thomsen, newscaster, WOC-AM-FM-TV Davenport, Iowa, to WTMJ-AM-TV Milwaukee, as announcer.

Terry Abrams to announcing staff, WHLM Bloomsburg, Pa.

Robert North, sales promotion staff, *Look* Magazine, Hollywood, to promotion-publicity dept., KABC-TV there.

Marjorie Dillingham to WTVJ (TV) Miami, Fla., as music librarian; **Barbara Stein** to copy department of station.

Jeanne Tabscott, formerly with KGA Spokane, Wash., to program staff, KCBS San Francisco, as script typist.

Gene Graves, New York and Philadelphia radio-tv freelancer, to WTTM Trenton, N. J.; **John Schneider,** WTTM, appointed account executive; **John J. Kling** and **Art Seidel,** account executives, resign.

Jackie Krueger to KTBC-TV Austin, Tex.

Frank Baird-Smith Jr. and **John Casagrande,** video engineer and lighting engineer respectively, WNBQ (TV) Chicago, transfer to NBC Hollywood office.

Larry Alexander, announcer, KHJ Los Angeles, returns to WLS Chicago.

BASEBALL broadcasts of 1955 San Diego Padres games will be heard for the eighth consecutive year on KSDO there. Wilson Edwards (l), station general manager, and Bill Starr, president of Pacific Coast Conference winners, sign the contract.

Jerry Lawson, news and sports director, WJOC Jamestown, N. Y., appointed general manager, Jamestown Falcons, Class D Pony League baseball team.

Deane S. Long, program manager, KWIZ Santa Ana, Calif., resigns to resume freelance tv announcing and production.

Edgar Kobak, station owner, business consultant and president of Adv. Research Foundation Inc., N. Y., elected president, National Society for Crippled Children and Adults at society's annual convention in Boston.

Hulbert Taft Jr., president, Radio Cincinnati (WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus), elected to board of directors, Ohio Chamber of Commerce.

Bob Bean, personality, WBT-WBTV (TV) Charlotte, N. C., accompanied journalist and radio-tv commentator group on week transatlantic flights to England and Belgium, inaugurating Belgian Sabena Airlines DC-6C flight service to Europe, week of Nov. 4.

Westford Shannon, commercial and sales manager, WSPD-AM-TV Toledo, Ohio, appointed member for one year, board of directors, American Chamber of Commerce in Germany.

T. B. Lanford, managing partner, KRMD-AM-FM Shreveport, La.; secretary-treasurer, KSLA (TV) Shreveport; managing director, KPLC-AM-TV Lake Charles, La.; vice president, WSLI-AM-TV Jackson, Miss.; vice president, KRRV Sherman, Tex., and secretary-treasurer, KALB-AM-FM-TV Alexandria, La., elected director, Shreveport First National Bank.

Simon Goldman, general manager, WJTN-AM-FM Jamestown, N. Y., appointed general chairman, 1954 annual membership drive, YMCA.

Johnny Andrews, disc m.c., WTAM Cleveland, chosen one of nation's top 10 disc m.c.'s by Sidney Skolsky in *This Was Hollywood* publication.

Harry Burke, general manager, KFAB Omaha, Neb., elected president, Omaha Kiwanis.

Robert Goodman, director and continuity acceptance department head, WTTG (TV) Washington, has composed music and written lyrics for Christmas ballad, "Give Me Your Heart

for Christmas," recorded by McGuire Sisters on Coral label.

Ray Perkins, disc m.c.-pianist, KIMN Denver, recovering in hospital from hand injuries sustained in Nov. 16 accident.

Doris Macdonell, secretary to comptroller, KCBS San Francisco, and Guernsey Preston Frazer were married Saturday.

Hap Weyman, director, KABC-TV Hollywood, and Betty Plumlee were married Nov. 20.

Robert Quinlan, executive producer, KNXT (TV) Hollywood, father of girl, Kathleen Denise, Nov. 19.

Zane Radney, production supervisor, WTVJ (TV) Miami, Fla., and Joan Pamp were married Nov. 6; **Richard Renick,** director, WTVJ, father of girl, Debra Kathleen, Nov. 10.

Charles McKee, account executive, WGLV (TV) Easton, Pa., father of boy, Mark Scott, Nov. 9.

Chuck McLaren, cameraman, WJNO-TV West Palm Beach, Fla., father of girl, Laurie Stewart, Nov. 8.

Bill Ostberg, announcer and weatherman, WTAG-AM-FM Worcester, Mass., father of girl, Judith Ann, Nov. 5.

George Goldman and **George Lord,** tv promotion director and newscaster, respectively, WCAU Philadelphia, fathers of girls.

Carl Zimmerman, announcer, WSYR-AM-TV Syracuse, N. Y., father of boy, Carl G. III.

Ted Knight, puppeteer-ventriloquist, *Children's Theatre,* WJAR-TV Providence, R. I., father of boy.

Robert T. Beel, salesman, KOAT-TV Albuquerque, N. M., father of boy.

Mike Zabner, salesman, announcer, WGTC Greenville, N. C., father of boy, Gary Marcus.

Edith Friedman, 56, pianist who gave weekly recital over WEVD New York for past 20 years, died Nov. 17.

GEORGE ABBOTT (r), vice mayor of Norfolk, Va., congratulates Thomas P. Chisman (c), president and general manager of WVEC-TV Hampton, and Howard H. Keller, station production manager, at the opening of WVEC-TV's studios in Norfolk.

FARM SAFETY AWARDS GIVEN TO RADIO-TV

NBC, Rural Radio Network, three television and 23 radio stations won recognition yesterday by the National Safety Council for their work in promoting farm safety.

NBC, Rural Radio Network, three television stations—KVTV (TV) Sioux City and WOI-TV Ames, both Iowa, and WKY-TV Oklahoma City—and 23 radio outlets have emerged as recipients of the National Safety Council's public interest farm safety awards. KFEQ-AM-TV St. Joseph, Mo., received a joint radio-tv award putting them alone in a separate category.

The winners were announced at a council luncheon for the National Assn. of Television and Radio Farm Directors in Chicago's Conrad Hilton Hotel yesterday (Sunday). NATRFD held its annual convention there this past weekend at the same time that the international livestock exposition took place.

NBC was cited for its activity in connection with the observance of National Farm Safety Week July 24 on the *National Farm & Home Hour* over 200 stations, plus references to farm safety in spot announcements and a closed-circuit feeding of transcriptions for individual station use. Rural Radio was honored for farm interviews on 15 stations and publicizing of Safety Week.

The non-competitive awards are conferred for "outstanding activities" in this field during Safety Week and/or "exceptional service" during the immediately preceding 12-month period.

Individual radio stations recognized by the Safety Council were: KDKA Pittsburgh; KFAB Lincoln-Omaha, Neb.; KIOA Des Moines, Iowa; KMMO Marshall, Mo.; KSLM Salem, Ore.; KTHS Little Rock, Ark.; KUBC Montrose, Colo.; KYAK Yakima, Wash.; WCCO Minneapolis; WGY Schenectady, N. Y.; WHAM Rochester, N. Y.; WHDH Boston; WHFB Benton Harbor, Mich.; WIBC Indianapolis, Ind.; WIOU Kokomo, Ind.; WKAR East Lansing, Mich.; WKJG-AM-FM Fort Wayne, Ind.; WKY Oklahoma City; WLS Chicago; WLW Cincinnati, Ohio; WNAX Yankton, S. D.; WNOX Knoxville, Tenn., and WTJS-FM Jackson, Tenn.

AWARD SHORTS

WIBW Topeka, Kan., farm department presented special recognition award for outstanding work in soil conservation activities from Kansas Assn. of Soil Conservation Districts at annual meeting in Hutchinson.

Ralph Kanna, creator, *Adventures of Petey,* WKNB-TV New Britain, Conn., cited by Hartford (Conn.) Women's Club for contribution to tv programming for children.

WHLI Hempstead, L. I., N. Y., presented citation for "notable assistance in the crusade to conquer cancer" from Nassau Div., American Cancer Society.

Diana Baldi, commentator, WOV New York, presented award for distinguished achievements and service for radio from International Women's Exposition, N. Y.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

waiting to HEAR from YOU...

118,560 families weekly!

92,070 families daily!

59,090 car radio families!

- WDBJ's share of the tuned-in Roanoke audience averages 51 to 59%!
- 25% of Virginia's total retail sales are made in the WDBJ area!

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

CHANGE from the usual cake-cutting ceremony is this Nov. 15 pie-lighting celebration of KYW Philadelphia's 33d year of broadcasting conducted by Franklin A. Tooke (l), who on the same day celebrated his second year as KYW general manager, and Joseph E. Baudino, executive vice president of the Westinghouse Broadcasting Co. KYW's local and regional sales figures through Oct. 31 were greater than the entire year's total for 1953, the previous all-time high, station said.

► HOMER J. BUCKLEY, board chairman, Robertson, Buckley & Gotsch, Chicago advertising agency, is celebrating his 59th year in advertising.

► WOMEN'S ADVERTISING Club of Chicago recently marked its 37th anniversary.

► LOWELL THOMAS, CBS Radio news commentator, is observing his 25th year as a broadcaster and as a member of the Advertising Club of New York.

► CARL BAILEY, disc m.c., KBIG Avalon, Calif., is celebrating his 25th year in Southern California radio.

► ANN HOLDEN, program personality, observed her 20th anniversary on KGO San Francisco.

THIRTY YEARS in radio are marked by Charles F. Phillips (l), recently appointed general manager of WFBL Syracuse, N. Y., at a surprise party in his honor. Ron Curtis (r), WFBL announcer, interviews Mr. Phillips following the cake-cutting ceremony. The interview was used on an afternoon disc show.

THIRTY-SIX years of livestock marketing experience were recently marked by Bruce Behymer, livestock marketing editor, KFH Wichita, Kan., and *The Wichita Eagle* and marketing expert of the Wichita Union Stockyards. At the honoring ceremony are (l to r): Frank V. Webb, KFH vice president and general manager; Conlee Smith, Wichita Stockyards general manager; Dan Smith, stockyards president, and Mr. Behymer.

ATTENDING the first anniversary celebration of *Your Esso Reporter* on WSLS-TV Roanoke, Va., with dinner and "Confederate" get-together are (l to r): front row, Fred A. Methot, International News Photos, and A. T. Sanders, Esso representative; second row, Tom White, Avery-Knodel, station representative; Eugene Cogan, Marschalk-Pratt agency; Horace Fitzpatrick, WSLS-TV assistant manager, and, standing, Lew Avery, president of Avery-Knodel, and Jim Moore, executive vice president of WSLS-AM-TV.

► PARTY for the 1954 20-year club at CBS New York held last fortnight. Twenty-three new members were presented gold pins and $100 savings bonds from Frank Stanton, president of CBS Inc.; Adrian Murphy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS-TV. Membership in the club throughout CBS now numbers 280.

► JOE ALLABOUGH, CBS Radio assistant supervisor of network operations, Hollywood, is celebrating his 30th year in radio. He joined WBBM Chicago in November 1924, as singer-announcer.

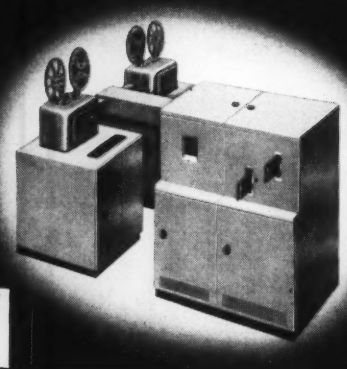
► HARRY WISMER has celebrated his 20th anniversary as sportcaster on *General Sports Time*, weekly sports series on WOR New York.

► DAVID VAILE, newscaster, Columbia Pacific Radio Network, Hollywood, and director CPRN *Harry Babbitt Show*, celebrated his 20th year in radio.

► MARY DOHERTY, accounting department head, has observed her 20th year with WCCO Minneapolis, Minn.

►WIDE Biddeford, Me., is observing its sixth year on the air.

making color history...
the DUMONT
Color Multi-Scanner
now serving...
WBAL-TV
BALTIMORE, MARYLAND



WTAP (TV) Tv Auction

WTAP (TV) Parkersburg, W. Va., recently conducted a tv auction in which $1,000 was paid for the West Virginia Grand Champion Baby Hereford steer which was donated by the Henry Morlane Packing Co., Parkersburg. The money was raised for the Community Chest drive.

WRCA-AM-TV Aid in Emergency

NEW YORK's Mayor Robert F. Wagner recently broadcast a one-minute message over WRCA-AM-TV New York giving instructions on the prevention of accidental carbon monoxide poisoning. The mayor's talk, which stemmed from a series of deaths allegedly caused by carbon monoxide gas escaping from defective water heaters, was said to be the first time he used radio and television to report on an emergency problem. His message was repeated during that day on various news shows on both stations.

'Thursday's Child'

WOI-TV Ames, Iowa, in an effort to get the Iowa Society for Crippled Children fund drive off to a good start, recently presented "Thursday's Child," a special filmed program taking place at Bellevue Medical Center, New York. The film, produced by WOI-TV's Ray Stewart who previously did a series on child rehabilitation activities, features the newest rehabilitation techniques for crippled youngsters.

'You and Your Sheriff'

WJTN Jamestown, N. Y., is running a weekly public service series entitled *You and Your Sheriff*. The programs, tape-recorded in the office of Charles C. McCloskey Jr., Chautauqua County (N. Y.) sheriff, deal with the everyday problems faced by the sheriff in carrying out his duties. WJTN feeds the shows to WFCB Dunkirk, N. Y.

December Fund Drive

WAAM (TV) Baltimore, is scheduling its second annual telethon on behalf of the United Cerebral Palsy drive for the Dec. 4-5 weekend. Last year's telethon collected $140,000 for the fund.

Aged to Get Gifts

BILL WEAVER, KCBS San Francisco, Calif., recently launched his sixth consecutive "Old Folks Collection" to get occupational therapy and recreational materials for persons in area institutions for the aged. During the six-week drive, cards, games, sewing and knitting materials and similar items will be collected both at the station and at Lucky Store supermarkets which have cooperated in the previous drives.

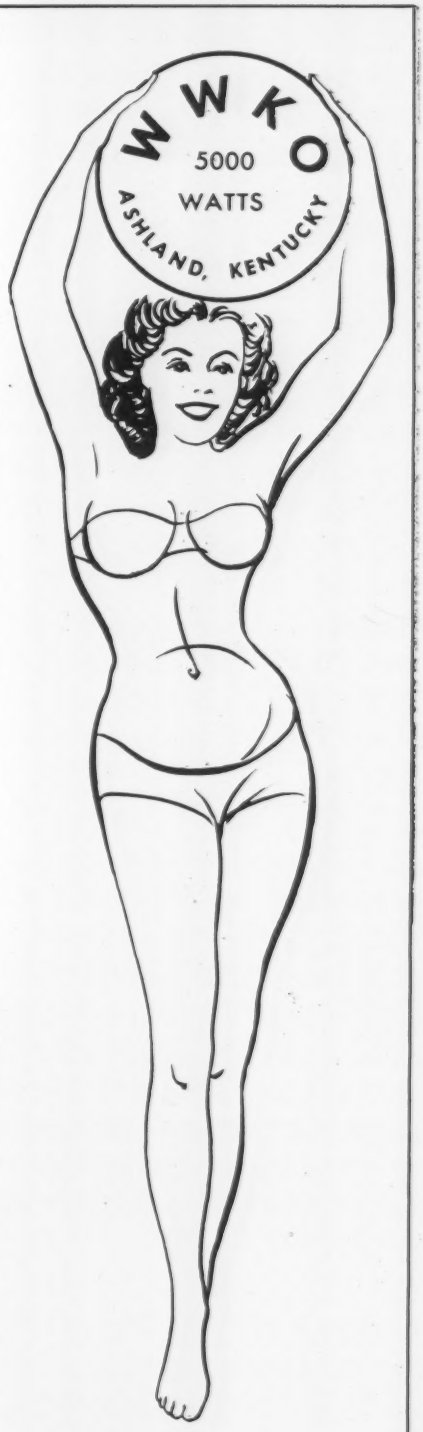
Kids Pick Records

MUSICAL SELECTIONS chosen by children, interspersed with interviews and Community Chest appeals, were presented recently during a three-hour program broadcast directly from Los Angeles Children's Hospital by KFWB Hollywood, Calif., on behalf of the fund drive. KFWB's entire staff participated, including its seven disc m.c.'s. Advertisers scheduled for the hours of the special presentation cooperated in the effort.

Anchors Aweigh

FILM CLIPS, visual aid displays and a cast of 110 Navy performers were the features of a 90-minute program WREX-TV Rockford, Ill., staged to launch a district recruiting campaign for the U. S. Navy Reserve.

PUBLIC SERVICE sponsorship over WITH Baltimore of *Highway Headlines*, a 15-minute weekly news program on highway development and transportation, by the Watson Automotive Equipment Co. (Baltimore & Washington) is signed for by (l to r) Russ Hall, WITH announcer; J. A. Watson III, Watson Co. branch manager; Sam Kravetz, WITH account executive, and George R. Abels, Truck-Trailer Mfrs. Assn. of Washington, D. C., which furnishes the programs as a free service to more than 200 stations.



Whenever you know you need coverage don't forget that

WWKO

"Covers the Tri-State like the Sun"

"Will you please call your nearest W. S. Grant man at once for availabilities for First Class Coverage for your product"

'PRACTICAL' EVOLUTION IS SEEN AS NBC RADIO NETWORK FUTURE

No matter what comes, NBC will be the last, not the first, to 'abandon' the field of network radio, a special study committee of radio affiliates is assured by Brig. Gen. David Sarnoff. The group is exploring basic fundamentals of network radio operation.

NBC INTENTIONS "to proceed with practical evolutionary adaptations to meet radio's new requirements within the framework of the radio network business" have been made clear to a special committee of radio affiliates, Brig. Gen. David Sarnoff, board chairman of RCA and NBC, disclosed last week.

Gen. Sarnoff did not elaborate on this phase of his statement, built on the theme that no matter what comes, "NBC would be the last, and not the first," to "abandon the field" of network radio operation. Nor would NBC spokesmen comment or give details of the meeting to which he referred.

It was learned, however, that the meeting was an unannounced first session of the special study committee to survey the future of the NBC Radio network, headed by Robert D. Swezey of WDSU New Orleans, with officials of the network, held in New York on Nov. 18.

An affiliate present at that meeting said it was "wholly exploratory," but that it was decided that while studies should and would be made, there was no necessity for "immediate" changes in the basic features of NBC Radio's operation as it is conducted today.

It is only the "basic, fundamental" nature of the network's operation, not day-to-day operating details, that the committee is charged with exploring, the affiliate noted. He reported progress by NBC in recent months—a factor also noted by Gen. Sarnoff in his statement—and said NBC officials took the position further progress would continue but did not mention specific new departures in contemplation.

Meanwhile the special study committee is to continue its explorations, with other meetings to be held but no specific meeting date set yet.

(Coincidentally, it was disclosed that members of the committee had been "reconstituted" to remove three original appointees who are also identified with the new Quality Radio Group [CLOSED CIRCUIT, Nov. 22]. These three are Wayne Coy, KOB Albuquerque; J. Leonard Reinsch, James M. Cox stations, and Ralph Evans, WHO Des Moines and WOC Davenport. Present members of the committee are Chairman Swezey; Walter Damm, WTMJ Milwaukee; Edwin K. Wheeler, WWJ Detroit; William A. Fay, WHAM Rochester; Nathan Lord, WAVE Louisville, and Jack Harris, KPRC Houston.)

Gen. Sarnoff's statement was a letter, made public on Friday, to *New York Daily News* columnist Ben Gross in response to a column in which Mr. Gross wondered publicly which network "will be courageous enough to face realities first and abandon network radio." Mr. Gross ventured it might be NBC.

No Jitters at NBC

In his letter Gen. Sarnoff referred to his speech on the subject to NBC affiliates at the Chicago meeting almost three months ago [B•T, Sept. 6]. He said that, "having weathered the storm which others now must face, we have no jitters about the radio network situation." Referring to the preceding week's meeting with the group of affiliates, he said "this is the course on which we are set and we believe it holds out the best promise for an effective continuation of our radio network. We are confident that radio as a medium will continue to live and we expect NBC to maintain leadership in its future."

Gen. Sarnoff told Mr. Gross that "I believe that you may have selected NBC for this role [of abandoning network radio first] because we have been sufficiently far-sighted to have recognized, well in advance, the symptoms of growing economic dangers for network radio; and because NBC as the nation's first radio network, with an established position of leadership in the field, bore the first and heaviest brunt of the decline that started in the medium several years ago."

Gen. Sarnoff continued:

"But our early recognition of the problem which network radio is now facing certainly does not mean abandonment of effort and resolve to cope affirmatively with it. Indeed, having understood the seriousness of the dangers lying ahead for the medium, NBC has been leading the way in developing the patterns of audience and advertiser service which may build a new base for a successful and continuing network radio operation. And although no man can precisely foresee the shape of things to come, I assure you that even if it should prove impossible to build such a new base for network radio, NBC would be the last, and not the first, to abandon the field.

"I have always tried to be frank and factual in discussing the problems facing network radio. In following this course, I have certainly not been moved by feelings of pessimism or defeatism. On the contrary, I felt that it was a responsibility of leadership to call attention to the realities so that those concerned with the future of radio would recognize the need for adjustment and adaptation to the medium.

"It was in this vein, and for this purpose, that in my remarks at the NBC affiliates meeting in Chicago last August, I called attention to the downward economic trend in network radio and stressed the importance of the network principle in the American system of broadcasting. And at the same time, I stated that every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues.

"Apparently such a ventilation of the facts of life regarding network radio was disturbing to those who prefer to face a problem by pretending it does not exist. Following my remarks, there were many who privately agreed with my appraisal, although some of them seemingly thought it expedient to reject it publicly.

"Of course, the facts persist regardless of what anybody thinks privately or says publicly. The facts have not changed since my Chicago remarks and if anything, they are clearer now than they were at that time. It is with the facts that we must deal, and at NBC we have been seeking to do so. Our adjustment to the changing circumstances of network radio is well on the way and as a result of systematic considered action, NBC is now again leading in nighttime radio and is actively seeking to bring about similar improvement in its position in daytime radio.

"In the meantime, the shocks of radio's changing circumstances have been affecting other networks which have not fully faced up to the demands of the times and have not yet made the necessary adjustments in their operations. It seems to me that they now stand to lose far more than the NBC Radio network. . . ."

CBS-TV's Lown to Head Western Station Relations

ESTABLISHMENT of a CBS-TV West Coast station relations office, effective Jan. 1, with Bert Lown in charge as western manager, is being announced today (Monday) by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

MR. LOWN

Mr. Lown has been a field member of the station relations staff in New York since September 1951. Previously, he was vice president and sales manager, radio and television division of the Muzak Corp., from 1946 to 1951.

In his capacity as western manager, Mr. Lown will report to Edward P. Shurick, national director of station relations. He will be responsible for field work in California, Oregon, Washington state, Idaho, Montana, Nevada, Utah, Arizona, New Mexico, Colorado, Wyoming, Alaska and Hawaii.

Mr. Akerberg said that "continuing network expansion in the West has made the opening of such an office essential."

RADIO & TV
SURVEYS
tell us that
WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!
Les Johnson, V.P. and Gen. Mgr.
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery Knodel Inc

NBC Presents BBC Plaque For World War II Aid

BRITISH BROADCASTING Corp. will receive a plaque tomorrow (Tues.) from NBC, through Romney Wheeler, director of NBC's London offices, honoring BBC's cooperation during World War II. Sir Ian Jacobs, director-general of the BBC, will accept the award.

During the war, BBC turned over its facilities at no charge to Allied radio correspondents. Broadcasts originated from studios set up four floors beneath the ground.

The plaque which BBC will receive was designed by Merrill Mueller, NBC's wartime foreign correspondent headquartered in London. The inscription reads, "Dedicated to the British Broadcasting Corp. for supreme services in the cause of truth and freedom 1939-1945, in grateful recognition, the National Broadcasting Co., U.S.A."

UCP Names Goldenson Head

LEONARD GOLDENSON, president of American Broadcasting - Paramount Theatres, was elected chairman of the board of directors of United Cerebral Palsy at the fifth annual convention of the organization, held in Washington. Mr. Goldenson had served as president of UCP since its founding in 1949, but previously had announced that he was not a candidate for re-election this year.

Mr. Goldenson and his wife Isabelle were presented with a distinguished service award as "co-founders, pioneers and devoted leaders" of the cerebral palsy movement.

Earl J. Hudson, vice president, West Coast division of ABC, was elected vice president of UCP.

Negro Regional Group Formed

NEW regional station group, combining WMRY New Orleans, La., KCOH Houston and KWBC Dallas, both Tex., has been formed under the name of Negro Radio South. The facilities of the three outlets are offered on a single billing and single contract basis. Representation is handled by Gill-Perna Inc. in all areas except the West Coast, which is covered by Lee F. O'Connell.

No Murrow Appearance

PLANS to have Edward R. Murrow, CBS radio and television commentator, serve as host on an NBC-TV spectacular—Dec. 13 show highlighting the activities of the Overseas Press Club—were reportedly called off last week because of a "contractual conflict." A spokesman for NBC said although Mr. Murrow's appearance had not been definitely set, "he [Mr. Murrow] had indicated he would participate in the telecast," which will honor more than 80 correspondents who died while serving overseas. Mr. Murrow is an active figure in the Overseas Press Club.

Sullivan Signs for 20 Years

SPECULATION that Ed Sullivan might be lured from CBS-TV to NBC was squelched last Wednesday with an announcement that he had signed a 20-year contract with CBS-TV. Terms were not disclosed. Mr. Sullivan has been host and co-producer of *Toast of the Town* (Sun., 8-9 p.m. EST) since it started on CBS-TV on June 20, 1948.

NETWORK PEOPLE

MISS SELB

Lillian Selb, business manager, radio-tv dept., Foote, Cone & Belding, N. Y., to network sales dept., CBS Radio, in newly-created position, manager of costs, estimates and contracts.

Robert R. Brown, publicity supervisor, W. R. Grace & Co., N. Y., to department of information, NBC, as manager of institutional publicity.

John Callow, Henry I. Christal Co. (station representative), N. Y., to network sales staff, CBS Radio, as account executive.

Marion Lorne, "Mrs. Gurney" on NBC-TV *Mr. Peepers,* signed for role in upcoming Paramount Pictures feature film, "The Girl Rush."

Marlin Perkins, conductor, NBC-TV *Zoo Parade,* author of new book, "Zooparade," published by Rand McNally & Co.

Hugh M. Beville Jr., director of research and planning, NBC, addressed advertising and selling course of Adv. Club of New York Nov. 18 on "Television as an Advertising Medium."

Gloria McMillan, "Harriet Conklin" on CBS Radio and CBS-TV *Our Miss Brooks,* and Gil Allen were to be married Nov. 24.

Dick Nash, musician, CBS Radio *Tennessee Ernie Show,* father of girl, Nicki Doreen, Nov. 12.

Frank Smith, sales development staff, CBS-TV, father of boy, Frank MacGregor III, Nov. 4.

Cornelius J. Peeples Jr., Chicago freelance radio-tv actor, died Nov. 15.

Thrown for a Loss

ABC-TV, which admittedly is taking a financial licking on its National Collegiate Athletic Assn. football series, reported last week it will not present a 26-week television program of winter and spring collegiate sports, as envisaged last summer when it signed to carry the NCAA television football program. An ABC-TV spokesman pointed out the agreement with NCAA contained a clause giving the network the right of cancellation with respect to these subsidiary telecasts. Asa Bushnell, chairman of the NCAA Television Committee, confirmed that the agreement contained this privilege, but said he had no direct knowledge of ABC-TV's intentions. He said the NCAA Television Committee will hold a meeting in Chicago Nov. 30-Dec. 1, but added that this was a "routine" session and had no specific connection with ABC-TV's attitude on subsidiary telecasts.

Nothing sells like *something* . . .

and SESAC gives you *something* to sell—

The SESAC Transcribed Library . . .

lowest in cost for a *complete* Program Service

SESAC INC.

475 Fifth Avenue New York 17, N. Y.

"The Best Music in America"

Bud Barry to Take Post With Wm. Morris Agency

APPOINTMENT of Charles C. (Bud) Barry, who resigned last month as vice president in charge of network program sales for NBC-TV, to the New York radio-tv executive staff of the William Morris Agency, effective Jan. 1, was announced last week by Wallace S. Jordan, head of the radio-tv department of William Morris.

Mr. Barry has been in the broadcasting field for almost 20 years and had been vice president in charge of programs for NBC before he assumed the post as head of tv program sales.

He joined NBC in 1936, serving as night manager for WRC and WMAL Washington and as eastern program manager of the old Blue Network. Subsequently he was named vice president of the radio program department and vice president in charge of the television network department of ABC, corporate successor to the Blue Network. He returned to NBC in June 1950 as vice president in charge of radio programs.

ACLU Asked to Probe Facts Forum Attackers

AMERICAN Civil Liberties Union has been asked by Hardy Burt, independent radio-tv producer who produces two discussion programs for Facts Forum, to investigate what he describes as "an incredible campaign" by certain organizations aimed at "destroying Facts Forum." The request was made in a letter to Patrick Murphy Malin, executive director of ACLU.

Mr. Malin said last Friday Mr. Burt's request will be "carefully considered," as are all requests that raise civil liberties issues.

Among "pressure groups" cited by Mr. Burt as having attempted to "intimidate and frighten radio and television networks into dropping Facts Forum programs" were National Issues Committee, American Committee for Cultural Freedom and Americans for Democratic Action.

WBS Plans Radio Promotion

NEW DRIVE to stimulate the use of radio by advertisers has been launched by World Broadcasting System, New York.

The slogan, "You Get Buying Action in a Big Way at Low Cost Through Radio," will be printed on all sales presentations used by stations in selling new shows and on all sales promotion material made available to sponsors, World reports.

The firm also has announced the introduction of a series of seven new musical programs which offer subscribing stations some 12 hours of programming each week [B•T, Nov. 22].

PROGRAM SERVICES SHORTS

Alexander Film Co., Colorado Springs, Colo., will pay $76,000 year-end bonus to more than 500 employes at home studios and will pay one dollar cash dividend per share to common stockholders of record on Nov. 26.

Play Marko, L. A., reports KZTV (TV) Reno and KLAS-TV Las Vegas have signed 13-week contracts for *Play Marko,* bingo type program, for local sponsorship; firm also reports WAFB-TV Baton Rouge, La., has signed for program to start on air in December.

Leon Loeb, president, Sound Studios Inc., Washington, Nov. 15 presented 42 tape recordings of American Legion convention proceedings to Seaborn Collins, national commander, American Legion.

Goldswan Productions, N. Y., has signed contract with Kenyon & Eckhardt, same city, for 1955 rights to origination of 1955 Mercury musical commercial, marking second successive year Goldswan will have produced commercial for agency.

Song Ads Co., Hollywood, is producing radio-tv singing jingles for Frankenmuth Brewing Co. (Mel-O-Dry Beer), Frankenmuth, Mich., through Ralph Sharp Adv. Inc., Detroit.

United Press, N. Y., has inaugurated full 24-hour radio-teletype news service to Australia.

International News Service, N. Y., has added WRC-TV Washington and WJBK-TV Detroit to its facsimile network.

Tv Spots, Hollywood, has started first of series of 30-second and one-minute animated and live action tv film commercials for Wisconsin Independent Oil Co. (Wisco gasoline), Milwaukee, through W. B. Doner & Co., Chicago.

PROGRAM SERVICES PEOPLE

Leslie Raddatz, manager, press dept., NBC Hollywood, to Ralph Edwards staff, same city, as producer, upcoming NBC-TV *Funnyboners* program, with additional duties as co-writer.

Some things should be small

Take the price of talking to a prospect to move goods *now.* Smart advertisers using broadcast media today spend the least-per-message-delivered by buying *spot radio, on key stations.* Compared with any other advertising, the cost is small indeed. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR Detroit

50,000 Watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

WRITERS PREPARE NETWORK DEMANDS

WITH Writers Guild of America, East and West, victorious by a 241-to-29 vote in a recent New York National Labor Relations Board election to represent writers in live tv, WGA is preparing live tv contract demands to present networks in negotiations to be reopened "immediately," Hollywood union executives stated last week.

Proposals include (1) residual scale for either kinescope or script re-use, with 100% for first re-run, 100% for second, 75% for third and 50% thereafter, (2) leasing of tv rights only, (3) separation of all other rights and (4) continuing interest of writers in extricable material.

However, in upcoming negotiations, first on agenda will be increased minimum fees, union officials said.

WGAW also announced final results in the election of board members for three union branches on Nov. 17 [B•T, Nov. 22], with Tom Adair, Gil Doud, Peter Dixon, John Dunkel, Les Farber, Morton Fine, Hy Freedman, Kathleen Hite, Mort Lachman, John Neston, E. Jack Neuman, Richard Pedecini, Sam Perrin, David Vaile, Frances Van Hartesveldt and Paul West elected to the radio writers board, and Gwen Bagni, Lee Berg, Treu Boardman, Richard Collins, Paul Gangelin, Lawrence Kimble, Leonard Levinson, William Lively, James Edward Moser, Donn Mullally, Martin Ragaway, Devallon Scott, Maurice Tombragel, Catherin Turney, Eugene Vale and Malvin Wald elected to the tv writers board.

The law firm of Pacht, Tannenbaum & Ross, Beverly Hills, represented by Gordon Stulberg, was unanimously selected as WGAW counsel.

Negotiations at Standstill Between KEAR, Two Unions

STRIKE of the American Federation of Television & Radio Artists and the National Assn. of Broadcast Employes & Technicians against KEAR, good music station in San Francisco-San Mateo, approaches its seventh week with possible settlement seeming no nearer than it was at the start of the walkout.

S. A. Cisler, president of the station charged last week that union pressure on advertisers had all but destroyed the station's accounts and that he had let the four advertising salesmen go, urging them to seek jobs elsewhere.

Mr. Cisler has personally gone on the air urging donations from listeners to keep the station on the air. Already a total of $10,900 has been subscribed by some 1,190 persons, Mr. Cisler claimed.

CBS, NBC Strike Vote Sought by IATSE Local

PERMISSION to take a strike vote against CBS and NBC Hollywood was sought last week from President Richard Walsh, International Alliance of Theatrical and Stage Employes, by Makeup Artists and Hair Stylists Local 706, Hollywood, after nearly one year's negotiations.

Local President Howard Smith and business agent Fred Phillips issued a statement saying that the makeup artists had reduced their demands from an original 20% increase to 9%, but that the networks counter-offered a flat 7½% increase based on a three-year contract.

The present two-year contract provides that negotiations could be reopened for wages only after one year. CBS' contract expires Dec. 31 and NBC's March 31, 1955.

Commercial Tv Survives House of Commons Vote

BRITAIN's House of Commons last week defeated a Labor Party censure motion against the still-to-be-born commercial tv industry 300 to 268. Labor's contention was that two large newspaper chains which have substantial interests in the forthcoming television business were strong Conservative Party supporters.

Parliament passed the commercial television bill four months ago against heavy opposition from those favoring the British Broadcasting Corp. government-authorized monopoly.

Abrams Labs in Israel

ESTABLISHMENT of the Benjamin Abrams Electronics Labs in the Weizmann Institute of Science in Israel was announced last week by Abraham Feinberg, president of the American Committee for the Weizmann Institute. Benjamin Abrams, president of Emerson Radio & Phonograph Corp., New York, provided funds for the setting up of the laboratories.

Mr. Feinberg said the laboratories will be dedicated officially on Thursday in a joint ceremony, via a two-way electronics hook-up between Rehovoth, Israel, the site of the Institute, and New York where the annual dinner of the Weizmann Institute of Science will be held at the Waldorf-Astoria Hotel. Among the speakers at the New York function will be Adlai Stevenson and Prof. Niels E. D. Bohr, Nobel prize winner in physics.

CJBR-TV, CJIC-TV Start

CJBR-TV Rimouski, Que., ch. 3, began operating on Nov. 21, and CJIC-TV Sault Ste. Marie, Ont., ch. 2, was scheduled to start operations yesterday (Sunday). Both stations will be part of the CBC-TV network, the commercial department of CBC has announced at Toronto. CJBR-TV starts Class A network rates at $160 per hour, CJIC-TV at $150 per hour. CJBR-TV has 34 kw visual and 19.4 kw aural, and CJIC-TV has 5.16 kw visual and 2.58 kw aural.

Milk Campaign Planned

TO INCREASE sale of butter and fluid milk, the Dairy Farmers of Canada, Toronto, has decided to have local associations buy time on Canadian tv stations in their respective localities early in 1955. The national association is setting up a film library for this purpose. Association is also planning to use radio throughout Canada next year, having dropped radio a few years ago because of lack of funds.

CBLT (TV) Takes Stand

A CANADIAN tv film was used for the first time as evidence in Canadian court this month. A judge of the Ontario Supreme Court, sitting as a royal commissioner to hear charges of police brutality at Toronto, ordered the viewing of a kinescope of a football game carried on CBLT (TV) Toronto. Court then moved to a viewing room at CBLT studios, where the film showed a near-riot at the end of the game, during which a special constable died of a heart attack.

GODFREY HUDSON (l), CFQC Saskatoon, Sask., admires the Bendix tv set he won as grand prize at the ninth annual Radio & Television News Directors Assn. convention in Chicago [B•T, Nov. 22]. Russ Van Dyke, news director of KRNT Des Moines and new RTNDA president, congratulates Mr. Hudson, who additionally won the RTNDA trophy for the best overall news operation.

CHAB's William Davis Dies

WILLIAM LEWERS DAVIS, 56, president of CHAB Moose Jaw, Saskatchewan, Canada, and publisher of the *Flin Flon* (Man.) *Miner*, died Nov. 21.

INTERNATIONAL SHORTS

Canadian Broadcasting Corp. has contracted with Bell Telephone of Canada for extension of Toronto-Ottawa tv microwave network to CKWS-TV Kingston and CHEX-TV Peterborough, who will soon join CBC, bringing total interconnected stations on tv network to 10.

Sterling Drug Co. (Castoria, other products), Windsor, Ont., appoints Walsh Adv. Agency, same city.

Pittsburgh Paints Ltd., Toronto, appoints Foster Adv. Agency, same city, effective Jan. 1.

Ross Roy of Canada Ltd. (adv.), Windsor, Ontario, has been enfranchised for 1954-55 year by Canadian Assn. of Radio & Television Broadcasters, bringing total number of advertising agencies in Canada enfranchised by CARTB for current year ending May 31, 1955, to 62.

J. J. Gibbons Ltd. (adv.), Toronto, has moved to own building at 46 St. Clair Ave. E.; telephone: Walnut 4-8391.

Communications of Canada Ltd., Toronto, appointed by Shamus Culhane Productions, N. Y., as Canadian representative for tv animated commercials. Firm also will produce live commercials and programs for Shamus Culhane.

SOME VERY REVEALING FIGURES

El Paso Sales Performance Tops National Average by 32%*

The quality of a market is measured by sales performance in proportion to population, and that's where El Paso shows its true colors—topping the national average by a whopping-big 32%*. El Paso County ranks 5th in Texas in retail sales... With its mountain-top installation (5,285 feet above sea level and 1,585 feet above average terrain,) KROD-TV reaches this *buying* audience with better local programming and the top CBS, ABC and DuMont Network shows... Your Branham man can give you more revealing figures on America's largest trade area. Call him today.

*Sales Management

KROD-TV
CHANNEL 4
EL PASO, TEXAS

Affiliated with KROD - 600 Kc — 5,000 watts
Owned and Operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager

Represented Nationally by
The BRANHAM Co.

MOVIES TO USE DUMONT TV CAMERA TO CUT COSTS

New 'Tel-Eye' camera has been designed to show scene being shot on viewing screens while it is being filmed.

NEW motion picture film technique which gives film directors and their crews an instantaneous camera-eye view of the scene being shot—a view which up to now has been available to the cameraman only after the film has been developed and screened—has been developed by Allen B. DuMont Labs and RKO-Pathe.

The technique, announced last week and to be demonstrated at the seventh national conference of the Public Relations Society of America starting today (Monday) in New York, employs a miniature DuMont "Tel-Eye" television camera. This is mounted on the movie camera, and the televersion of the scene being shot is shown, simultaneously with the shooting, on large screens. By using tv units mounted on several film cameras, plus multiple viewing screens, directors can see at a glance what several cameras "see" and shift from camera to camera, as in tv studios. The end result, officials noted, will be more economical and efficient movie production.

Robert E. Kessler, DuMont Communication Products Div. manager, saw the new technique as "another step in the joining of hands between the motion picture industry and the television industry." He said:

"The two industries are not necessarily competitors, but each has its own role to play in providing entertainment, culture and information for America. Today television stations are the foremost users of motion picture film output, while the motion picture industry is finding the use of television equipment helpful in the actual taking of pictures. I can even foresee the eventual use by the motion picture industry of extremely high definition television recordings on film as a replacement for the conventional method of filming motion pictures."

HOW THE NEW DuMont "Tel-Eye" tv camera will operate when used on movie locations is demonstrated by (l to r) J. Patrick Gallagher and John Punk, DuMont engineers, and Robert Kessler, DuMont's Communication Products Div. manager. The new method, designed to show a director what will actually be usable on his film without bothering to have time-and-money-consuming "rushes" made and to allow greater flexibility in camera use, is being shown today (Monday) by RKO-Pathe at the Public Relations Society of America national conference.

Odorizzi Cites Electronics' Growth at Analysts Session

SERVICING of electronic equipment is expected to reach an annual total of $2.7 billion by 1957, Charles M. Odorizzi, executive vice president, corporate staff, RCA, told the Cleveland (Ohio) Society of Security Analysts last Tuesday.

He noted that the industry's return for servicing home television and radio sets (not counting the costs of parts) had grown from less than $145 million in 1946, when tv was just beginning to emerge, to $710 million in 1950 and $1.4 billion in 1953. Total annual sales of the electronics industry grew in the same period from $1.6 billion to $8.4 billion, he said. He estimated that almost 100,000 service men are employed in the industry now and that the total would reach 125,000 in 1957.

Looking into future prospects of the electronics industry as a whole, Mr. Odorizzi predicted that black-and-white tv set sales would drop to an annual total of less than $400 million by 1957 but that color tv set sales would rise to a total "near the billion mark" in the same period. He expected government purchases of electronic equipment to go from about $2.5 billion this year to about $2.9 billion in 1957.

Sept. Radio Shipments Double August Figures

RADIO set shipments to dealers in September picked up nearly double those of August, Radio-Electronics-Tv Mfrs. Assn. reported last week. The figures, excluding automobile sets: September, 722,161; August, 392, 652.

For the first nine months of 1954 dealers received 3,777,159 sets, compared to 4,807,332 for the same 1953 period, RETMA said. The January-September 1954 totals by states:

State	Total	State	Total
Alabama	42,242	Nebraska	23,874
Arizona	18,103	Nevada	3,953
Arkansas	24,658	New Hampshire	10,443
California	289,580	New Jersey	190,136
Colorado	24,199	New Mexico	10,651
Connecticut	69,446	New York	641,612
Delaware	8,058	North Carolina	65,565
District of Columbia	37,998	North Dakota	10,864
Florida	83,166	Ohio	229,843
Georgia	65,360	Oklahoma	33,000
Idaho	7,893	Oregon	23,148
Illinois	259,082	Pennsylvania	265,569
Indiana	72,514	Rhode Island	21,146
Iowa	45,171	South Carolina	29,455
Kansas	29,183	South Dakota	11,742
Kentucky	43,162	Tennessee	52,254
Louisiana	50,716	Texas	165,905
Maine	17,536	Utah	12,195
Maryland	65,121	Vermont	6,332
Massachusetts	150,423	Virginia	57,234
Michigan	169,495	Washington	54,470
Minnesota	55,422	West Virginia	23,253
Mississippi	24,891	Wisconsin	78,786
Missouri	86,683	Wyoming	4,598
Montana	11,029		

GRAND TOTAL 3,777,159

French Premier Feted By RCA-NBC Officials

BRIG. Gen. David Sarnoff, chairman of the boards of RCA and NBC, welcomed Pierre Mendes-France, premier of France, when the French statesman arrived Nov. 21 at the RCA Bldg. in New York for his appearance that night on *Meet the Press* on NBC Radio (10:30-11 p.m. EST) and NBC-TV (6-6:30 p.m. EST).

Gen. Sarnoff, Sylvester L. Weaver Jr., NBC president, and Robert W. Sarnoff, executive vice president of NBC, escorted Premier Mendes-France and party to the NBC executive offices. The statesman was accompanied by

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

Henri Bonnett, French Ambassador to the U. S., and Lawrence Spivak, owner-producer and permanent panel member of *Meet the Press*.

After the program, Gen. Sarnoff held an informal reception for Mr. Mendes-France and his party in the NBC executive offices. Gen. Sarnoff presented to the Premier a kinescope recording of "The Man From Louviers," a portrayal of the life of Mr. Mendes-France which was carried on NBC-TV's *Background* series Aug. 16. Joseph C. Harsch, NBC commentator and analyst who was featured on *Background*, joined with Gen. Sarnoff in the presentation.

Jolliffe on Electronics

BEGINNING of a new age in electronic communications was hailed by Dr. C. B. Jolliffe, vice president-technical director, RCA, Nov. 19 in a talk at an Oklahoma City Chamber of Commerce luncheon. Today's research, he said, holds promise of many future electronic developments: world-wide tv, tv tape recorders, "mural" tv and transistorized radio receivers.

MANUFACTURING SHORTS

Argos Products Co., Genoa, Ill., announces new small-size console speaker cabinet incorporating Jensen Duette principle, available in two models for $21.50 or $24.50 and permitting insertion of two Jensen speakers.

Harvey Radio Co., N. Y., has out 1955 High Fidelity Catalog, consisting of 34 illustrated pages, available free by writing company at 103 W. 43d St., N. Y. 36.

Philco Corp., government and industrial div., Beverly Hills, Calif., has moved to larger offices at 10589 Santa Monica Blvd., L. A.

Hammarlund Mfg. Co., N. Y., has introduced fixed-frequency single-channel receiver, specifically designed for unattended services where tuning remains fixed for considerable periods of time.

Magnetic Sound Inc. (tape recording equipment), Des Moines, Iowa, has appointed Universal Broadcasting System, Boston, as national sales representative.

Newark Electric Co., Chicago, has issued catalog 58, containing 192 pages, covering radio, tv, high fidelity and industrial electronics.

MANUFACTURING PEOPLE

Richards W. Cotton, assistant to president, Philco Corp., Phila., to National Co., Malden, Mass., in same capacity.

David A. Kemper to Stancil-Hoffman Corp. (magnetic recording and reproducing equipment), L. A., as director of engineering.

Sidney Schwartz, cabinet manager, tv receiver mfg. div., Allen B. DuMont Labs, Clifton, N. J., appointed product coordinator for all phases of DuMont tv set product design and styling.

G. L. Call, Akron branch manager, Graybar Electric Co., N. Y., appointed district sales manager, Cincinnati; **E. I. Funk** succeeds Mr. Call.

John H. Skehan, Sylvania Electric Products Inc., N. Y., appointed southwestern sales representative, headquartering in Dallas, Tex.

Leslie E. Woods, director of industrial relations and personnel, Raytheon Mfg. Co., Waltham, Mass., appointed member, Massachusetts Council for Employment of Aging.

REFRESHMENT TIME at the Nov. 1 dedication ceremonies of KUON-TV Lincoln, Neb., ch. 12 educational outlet operated by the U. of Nebraska, is enjoyed by (l to r): Louise Nyland, secretary to Jim Ebel, manager of KOLN-TV Lincoln, commercial station that contributed equipment to KUON-TV; John K. Selleck, former U. of Nebraska chancellor and now business manager; Gov. Robert B. Crosby; Chancellor Clifford M. Hardin; Byron Dunn, trustee of ch. 12; Mr. Ebel, and Betty Sohl, KUON-TV traffic manager.

NAFBRAT Issues Booklet On Children and Television

COLLECTION of comments by various educators, psychologists and psychiatrists, attorneys, civic leaders and journalists, attacking present commercial radio-tv programming for children, generally on grounds it incites juveniles to criminal acts, has been gathered into a booklet entitled "Children and Television—Some Opinions" by the National Assn. for Better Radio and Tv, Los Angeles. Booklet is offered for sale by the group to raise funds for NAFBRAT activities.

Mrs. Clara Logan, NAFBRAT president, recently testified before the Senate subcommittee on juvenile delinquency [B•T, Oct. 25], where she cited the group's 1954 survey of children's programs to show "domination of crime and violence is increasing, rather than diminishing."

U. of C. Telecourse on WNBQ

WNBQ (TV) Chicago and the U. of Chicago have completed arrangements for a telecourse to be offered viewers for credit starting Jan. 2. The course will be conducted on the station's *Live and Learn*, Sundays, 10-10:30 a.m. CST. Herman Finer, professor of political science at U. of Chicago, will be the instructor for the 12-week series with a course on "Governments and Human Nature." Viewers who desire to use the telecasts for credit are asked to register with the university's home study dept., paying a fee of $22.50 for a study guide, reading lists, and the grading and returning of lesson papers. Telecourse is good for half-unit of credit at Chicago and was described as the first of its kind in the Chicago area after similar ventures in California, Utah, Miami and elsewhere.

EDUCATION SHORTS

Northwest Radio & Television School, Portland, Ore., announces opening of Hollywood branch at 1440 Highland Ave.

EDUCATION PEOPLE

Robert K. Richards, formerly administrative vice president, NARTB, Washington, retained as public relations consultant by Northwest Radio & Television School, Portland, Ore., headquartering in Washington.

Herbert Seltz, program director, radio-tv dept., Indiana U., Bloomington, Ind., and Nancy Closson were married Nov. 3.

save
on your
Transcription Library!
Buy and own your own library outright. Available either as a complete basic or your own selection of a partial...
on our new
low cost family plan!
Send for details and rates
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

NBC-TV 'TODAY' ALMANAC

NBC-TV's *Today* program is being tied-in with the 1955 *Pocket Almanac*, edited by Dr. George Gallup and his associates at the American Institute of Public Opinion and published by Pocket Books Inc. The almanac, which goes on sale Dec. 6, bears the familiar logo type of the *Today* program and is titled: "Today: the 1955 Pocket Almanac." The pocket book advertises on its cover, "Today—and every day—the world renowned commentators and editors of NBC News use this reference book. For you, as for them, it will provide quick answers to the questions you are most likely to ask." According to NBC, of special interest to its *Today* show, "The Americana section shows that the average American gets up shortly before 7 a.m., just in time to see *Today* . . . .".

KCSJ-TV COVERS SALIDA

INAUGURATION of a community television service at Salida, Colo., receiving KCSJ-TV Pueblo, Colo., was greeted by an overflow crowd of about 5,000 people at the Salida high school where dozens of tv sets had been put in operation to give the public its first glimpse of local talent on tv. Salida youngsters were presented on the inaugural show to give it a hometown aspect.

'HALF NELSON PLAN'

FOLLOWUP to the personal tv appearances on ABC o&o WBKB (TV) Chicago by Sterling C. Quinlan, vice president in charge of the station, has been delivered by WBKB to agencies and clients. Detailing the aspects of its "Half Nelson Plan," the station has sent a presentation to over 1,100 agencies, clients, merchants and manufacturers. Mr. Quinlan's talks Nov. 6 and 8 were aimed at viewers and advertisers alike. The WBKB followup is titled "To Each His Own" and explains its merchandising, promotion and other services as well as its program concept. The report also contains market data, including statistics on national spot food business.

WKZO PLANS SOAP BOX DERBY

PLANS for the second annual WKZO Kalamazoo-Chevrolet Soap Box Derby in 1955 have been reported by the Michigan station. The formal contract for the event, to be staged next July, was signed by a number of principals, including Carl E. Lee, managing director of Fetzer Broadcasting Co., as a climax to the celebration of Optimist Week in that city. The Kalamazoo Optimist Club is a co-sponsor of the event along with the station. Derby officials expect that the participation of some 140 racers the past year may be doubled in 1955.

CJON PIPES MUSIC

CJON St. John's, Newfoundland, has arranged with two leading local supper clubs to pipe in high fidelity recorded music from the station's music library. The salon and dance music is played during orchestra intermissions at the cocktail hour, and each recording is introduced with a taped recording by a CJON announcer saying: "You are listening to music from the CJON library," and ends with the announcer saying: "You can always be sure of hearing the best music when you are tuned to CJON."

CKWX MAGAZINE

CKWX Vancouver, B. C., has started a new monthly promotion magazine, *Plus*, in which news and pictures about CKWX programs, sponsors, listeners and station personalities are featured. The pocket-size 16-page magazine is predominantly filled with story-telling pictures about the station's activities.

CHILDREN RECORD FOR SAFETY

CHILDREN have recorded safety messages for motorists for use on station breaks on CKOV Kelowna, B. C. Children within 30 miles of Kelowna were used to record the 30-second station breaks, asking motorists to be especially careful of youngsters. Some of the messages also were addressed to the young listeners on rules of safety when on the road on bicycles and when crossing streets. Children of staff personalities also were used by CKOV to record station breaks promoting the programs of their parents. The youngsters, from three to ten years old, reminded listeners to listen to "my daddy" or "my mummy." The youngest of the children made the recordings with the help of their parents and station engineers edited the parents out of the tapes.

Freedom's Sounds

DRAMATIZATIONS of the "sounds of freedom" are being presented by two Boston U. professors in their program *Documentary Illustrations* over the school's WBUR (FM).

"Sounds" that have been pre-recorded on tape are used to illustrate and supplement the professors' talks. For example: A recording of the sound of the bell that was cast by Paul Revere was used on one program. This sound was described as a living tie to one's heritage, the heritage of freedom.

Sidney A. Dimond, associate professor and chairman of radio instruction of Boston U., and George W. Sloan, faculty supervisor of WBUR, recorded the bell's ring at the Historical Society, Dedham, Mass. The professors take turns in presenting the talks.

Other programs have featured such sounds as the roll of a drum used by George Washington's forces at Valley Forge, interviews with displaced persons and escapees from behind the iron curtain and the playing of the March of Opposition, an inspirational theme used by Radio Free Europe.

The programs are being evaluated by a poll of listeners and those selected as the best will be used by the Crusade for Freedom in a national campaign.

The professors' purpose is to portray the true meaning of freedom and the way Communist propaganda is being combated by Radio Free Europe, the Crusade for Freedom and the Voice of America.

"FORMAL" instruction in television techniques at the studios of WPTZ (TV) Philadelphia is given by Calvin Jones (r), station's executive producer, to (l to r) Dr. James R. Whitehill, president, Pennsylvania State Medical Society; Dr. Elmer R. Hess, president-elect, American Medical Assn., and Dr. Dudley R. Walker, president-elect, Pennsylvania Medical Society. Physicians from 60 county medical societies met Oct. 18 at WPTZ for a clinic designed to help the group in its plans to use educational tv. Representatives were welcomed by Roland V. Tooke, WPTZ general manager.

'GIVE A RADIO'

PROMOTION campaign centered around a "Give a Radio" slogan has been launched among member-stations of the Southern California Broadcasters Assn., with the cooperation of Song Ads Co., Hollywood singing jingle firm. The SCBA is distributing kits of from 5-second to one-minute singing commercials for suggested five-times-daily use until the end of the holiday season. The jingles, which can be sold as commercial spot announcements in cooperation with appliance dealers, suggests that listeners buy radios as Christmas gifts.

CKX PROMOTES CIVIC INTEREST

CKX Brandon, Man., is using station breaks to tell its listeners civic news and promote interest in civic affairs. Typical is the station break which announces coming programs and ends with the admonition, "remember civic government is your business; take an interest in your municipal and civic elections this fall."

WFDF COOKIE CONTEST

RESPONSE to a recent cookie contest, conducted on *Guest Time With Bill Green* over WFDF Flint, Mich., deluged the station with cookies. After the contest was over, Mr. Green presented over 1,500 cookies to the children of the Child Welfare Home in Flint.

WAPI-WABT (TV) PROMOTION

WAPI-WABT (TV) Birmingham, Ala., *The Birmingham News* stations, are using the local Birmingham Symphony orchestra's performance of the National Anthem for sign-on and sign-off. WABT cameramen filmed the orchestra in full dress, and an announcement identifies the performing group and mentions the next symphony broadcast. Also, the station, provided with copy from the Jefferson County Historical Assn., mentions each day's anniversary significance in Alabama history. The 20-second stories precede several local newscasts on each station.

KSTL APPLE CONTEST

KSTL St. Louis, given a shipment of apples as a promotional stunt by a Michigan apple trade association, put the fruit to good promotional use. The station held four "draw an apple" contests with the 48 prizes of four pounds of apples given to the winners of each contest. Five spots a day for three weeks, with only the apples as prizes, produced 6,512 entries.

WMOA AIRS COUNCIL MEETS

WMOA Marietta, Ohio, reports that after weeks of conferences between the president of the Marietta City Council and Sandy Guyer, general manager of the station, it was decided to tape one of the council's meetings as a test. Public response was so favorable that the council decided to broadcast all future meetings on a live basis. It's the first time in the history of the area that the city council meetings have been broadcast, according to the station.

INVESTMENT IN WFLN

EASTMAN, DILLON & Co.; Hecker & Co.; Penington, Colket & Co. and Woodcock, Hess & Co., all Philadelphia investment houses, through Doremus-Eshelman Co., and Butcher & Sherrard (also Philadelphia investment firm), through Albert Frank-Guenther Law, are cooperating in a series on WFLN (FM) Philadelphia, including two half-hour weekly pop concerts and additional morning and evening minute spots throughout the week. Commercials on the program emphasize mutual funds and the monthly investment plan of the New York Stock Exchange, of which all the firms are members. WFLN reports that other investment houses are to join the group as the campaign progresses.

Lesson From WLAN

PRAISE from a senator has been received by WLAN Lancaster, Pa., for the station's efforts in combating juvenile delinquency. Sen. Estes Kefauver (D-Tenn.), member of the Senate Juvenile Delinquency Subcommittee, in a letter to WLAN, has cited its *Platter Parade* program as an example to radio-tv executives of the part broadcasting can play in the delinquency problem. The program's m.c., Guy Barry, holds Friday afternoon open house for teenagers with WLAN providing a studio for dancing. In addition, Mr. Barry holds regularly scheduled meetings of the "Guy Barry Fan Club," a group of over 300 high school students. Inspired by Sen. Kefauver's letter, WLAN's efforts are continuing with plans well underway for increased facilities to accommodate the expanding teen-age groups, the station reports.

GENE CONLEY (l), star pitcher for the Milwaukee Braves who joins WFOX there with his own one hour Sunday noon show, is congratulated by Joseph A. Clark (r), station president, and George Inghram, WFOX commercial manager. Mr. Conley's show will be aimed at children and will include records, interviews with youngsters, guest stars and discussions of safety, cleanliness and obedience.

KIRO DISCUSSION PROGRAM

THE EIGHT public high schools of Seattle are taking part in a new series of discussion programs on international problems titled *Opinion, Please*, over KIRO there. Each week, two students from one of the schools exchange views with Norbert Einstein, authority on international affairs, and Philip Evans, director of the World Affairs Council of Seattle. Subjects affecting America's future are discussed, such as "How should the UN charter be revised?" and "What should be the U. S. tariff policy?"

PERSONALITIES OF WJJD

WJJD Chicago has sent a promotion flyer to advertisers and agencies billing their personality-disc m.c.'s, saying they ". . . put color in WJJD shows. Always the best music with a minimum of chatter." The brochure includes a snapshot and short biography of each personality.

CALLING CARDS AND SPONGES

SMALL calling card promotion piece has been designed by WNHC-TV New Haven, Conn., to test viewer reaction to the station's increase in power to 316 kw, which went into effect in September. The card reads "Things look great on ch. 8—Conneticut's WNHC-TV." When the card is dipped in water it expands into a sponge ¾-inch thick. The station relates that since the promotion piece was put into circulation, some 10,000 new sponges are in use in the station's old and new coverage area.

KABC MARBLES

SACK of marbles accompanies a new "Color Radio" promotion of KABC Hollywood, with an attached card declaring the station management has *not* lost its marbles. Instead, a brilliant and vari-colored promotion brochure features "Rainbow of Personalities on KABC," with short outline biographies and descriptions of each of the station's 19 program personalities.

WBZ-TV SWANBOATS

WBZ-TV Boston, to promote its 9-10 a.m., Mon.-Fri. *Swanboat* show, is distributing a replica of the famous Boston Common swan boats, landmarks in Boston to grownups as well as the kiddies who ride in them, to prospective clients and agencies. The swanboat reposes in a plastic greenhouse which contains six cactus plants. The key line explains that this is the "conservatory-winter quarters of the swanboat." Accompaning the gift is a brochure explaining its tie-in with WBZ-TV and the program.

CROSLEY GREETING CARDS

CROSLEY Broadcasting has used a series of greeting cards to entice advertisers, agencies and clients to pay attention to "The Crosley Group" (WLW-WLWT [TV] Cincinnati, WLWD [TV] Dayton, WLWC [TV] Columbus, all Ohio, WLWA [TV] Atlanta, Ga.) as potential advertising media. Five different sets of flower-decorated cards, 30,000 in all, were sent out at weekly intervals for six weeks. The mailers contained "handwritten" messages by the firm's sales secretaries and gave a phone number where they could be reached for more information concerning the advantages of selling through Crosley.

WCPO-TV ID'S WITH BABIES

THE STATION identification breaks of WCPO-TV Cincinnati these days are featuring baby shots taken by the well known infant photographer, Constance Bannister. Through

A top CBS engineer gives you practical facts for better TELEVISION BROADCASTING

- **Keep up with new developments**
- **Overcome operational difficulties**
- **Handle TV equipment skillfully**

Here's detailed technical help for just about any situation you're likely to come across in TV broadcasting . . . from structure and use of the image orthicon camera to color television techniques. Brings you practical know-how in easy-to-understand-and-use form.

Television Broadcasting
By HOWARD A. CHINN
Chief Engineer, Columbia Broadcasting System
688 pages, 6x9, 346 illus., $10.00

Fully covers TV broadcasting fundamentals, and presents a storehouse of technical help on cameras, lighting, projectors, transmitters, antennas, etc. Shows the facilities and techniques of field pick-ups, intercity transmission, and equipment installation, and much useful data.

BROADCASTING • TELECASTING says: "Provides authoritative information on the good engineering practices and techniques."

10 DAY FREE TRIAL!

McGraw-Hill Book Co., Dept. BT-11-29
330 W. 42nd St., NYC 36

Send Chinn's TELEVISION BROADCASTING for 10-DAY FREE EXAMINATION. If not satisfied, I will return it—pay nothing. Otherwise, I'll remit $10.00, plus postage. (We pay postage if you remit with coupon—same return privilege.)

(PRINT)
NAME .....
ADDRESS .....
CITY .....ZONE ....STATE.....
COMPANY .....
POSITION .....

For price and terms outside U.S. write McGraw-Hill Int'l, NYC 36

BT-11-29

Recording Short-Cut

YOU can "cut" time as well as transcriptions, if you follow the formula used by Burt Champlin, engineer at WMT Cedar Rapids, Iowa, to put three 30-second cuts of a political jingle on each of 50 discs. Rather than do the job 150 times, Mr. Champlin taped the jingle, then spliced the ends of the tape to produce a continuous run with 20 seconds dead space—just enough time to reset the disc recording head.

a deal concluded by Miss Bannister and Ed Weston, assistant general manager of the station, Bannister babies will be used on WCPO-TV station break slides with copy showing they prefer the station's shows. As an example, a pugnacious looking infant will be flashed on the screen, saying "Can't tear myself away from Hollywood Wrestling. *I* use the same toeholds I see at 6:30 Wednesdays on Channel 9." Mr. Weston, who along with his staff worked up the idea, believes everybody loves a baby and ". . . the Bannister babies will be the station's good-will ambassadors promoting our various programs."

KAVR OPERATING IN BLACK

KAVR Apple Valley, Calif., distributed 4,000 promotion brochures two weeks ago to Los Angeles, San Francisco, Chicago and New York advertising agency executives. The brochure states that during KAVR's short operational period (26 weeks), 62 national and local advertisers have used the 5 kw station to their satisfaction. Charles H. Cowling, general manager, reports the station in that short time is already operating in the black.

DISC M.C.'S INTRODUCE OLDS

COOPERATION of seven KFWB Hollywood disc m.c.'s during a promotion to mark the introduction of the new Oldsmobiles recently left advertiser Bruck's Oldsmobile little more to desire. Disc m.c.'s Al Jarvis, Larry Finley, Bill Leyden, Bob McLaughlin, Zeke Manners, "Red" Rowe and Frank Bull not only conducted a four-hour record program from the Bruck showroom, but while one rotated duties at the microphone, the other six chauffeured prospective car buyers for test drives.

KGO-TV 'FIRECAST'

KGO-TV San Francisco recently interrupted two local programs in order to bring viewers on-the-spot coverage of a hotel fire which occurred a block from the station's studios. Equipment was hauled to the fifth-floor roof for the "firecast."

'SIDEWALK SUPERINTENDENTS'

MICKEY MARTIN, a suffering salesman at WLAC Nashville, Tenn., who long endured the blasting noises of a building being constructed across the street from the station for Life & Casualty Insurance Co., WLAC's parent company, contacted the building contractors, McDowell & McDowell, and sold them a show titled *Sidewalk Superintendent*. For 10 minutes a day, five days a week, Bill Allen, personality of the station, interviews onlookers at the site of the construction. Each person interviewed receives a card certifying him as an official "Sidewalk Superintendent" in good standing of the "American Society of Sidewalk Superintendents." The card further reads: "This card entitles you to absolutely nothing but the privilege of kibitzing while McDowell & McDowell, Contractors, move the earth."

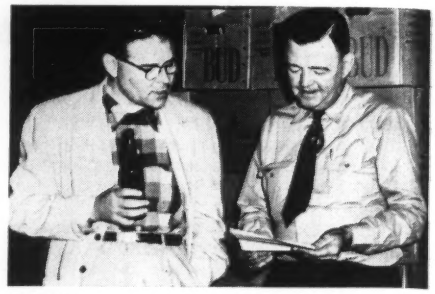
STAY HAPPY . . . LISTEN TO KITE

PERSONS in the San Antonio area who have bought new cars are receiving from KITE-AM-FM there, congratulatory letters, saying "For your listening pleasure while driving to and from work or just on a ride around town, turn the radio dial to 930—'Half Past 9,' KITE. News every thirty minutes . . . All day long, you'll hear the best music in town. No hillbilly, no long hair, no pill announcements . . . just good music and lots of news." The station adds, "Drive carefully . . . live longer. Stay happy . . . listen to KITE!" In addition to the letter, an "Official United States Government Tax Payer" card is being sent to the car buyers.

GE 'PYRAMID PLAN' NECKTIES

NECKTIE promoting General Electric's "Pyramid Plan" is being sent by the company's broadcast equipment advertising and sales promotion people to broadcasters throughout the country. The "Pyramid Plan" is a project whereby broadcast equipment is purchased for the transition from black-and-white television to color television. The tie is in a solid color decorated with three small pyramids. However, it is not "commercialized" in any way, containing no mention of General Electric.

MEMPHIS sponsorship of DuMont's professional football schedule on WMCT (TV) Memphis, Tenn., is arranged by (l to r): Earl Moreland, WMCT manager; Nat Buring, president of the Nat Buring Packing Co., sponsor, and Norton Rosengarten, president, Rosengarten & Steinke, advertising agency.



FIRST pre-telecasting national spot order received by KLIX-TV Twin Falls, Idaho, is a 52-week purchase of *Stories of the Century* on the station by Anheuser-Busch Inc., St. Louis. Examining the order, placed by D'Arcy Agency, St. Louis, are (l to r) Frank McIntyre, KLIX-TV general manager, and Herb Downs, local distributor of Budweiser beer.

'EDDIE CANTOR' PROMOTION

MAMMOTH BOOKLET, measuring 34x16 inches, is being sent to stations by Ziv Television Programs billing its new show, *The Eddie Cantor Comedy Hour*. The front cover of the brilliant colored promotion piece is a stage with red curtains, and a black background with "Ziv-Tv proudly presents the world's most fabulous entertainer now ready to make sales for you" written across it. Ziv plugs the various selling points of the program in the following 12 pages, such as claiming Eddie Cantor's average Nielsen rating of 40 from February 1951 through April 1954. Along with the booklet, the film company also is sending a promotion kit containing ad mats and proofs and publicity stories and photos.

WSRS NEWS BEAT

WHEN an American Airlines plane was forced to make a crash landing at Washington National Airport in Washington recently, Bob Forster, announcer at WSRS Cleveland, claims to have gotten a "first" in news reporting in the latter city. Reading a wire service report that a plane was in trouble over the Washington airport, Mr. Forster called long distance to the control tower operator, asking for a description of the landing. The operator was too busy and referred the call to the airport's supervisor of aviation information. He consented to give the information over the phone, and five minutes after the plane had made a safe landing, WSRS aired a description of it by the information supervisor.

'WILLY THE WOLF'

PUPPET show aimed at adults is the half-hour weekly KTTV (TV) Hollywood *Willy the Wolf* program. Produced by Bob Clampett, who also originates and produces children's puppet-and-people programs *Time for Beany* and *Thunderbolt, the Wonder Colt* on the same station, the new program features more mature humor, pretty girls, satire, guest stars and records. *Willy* is outgrowth of a *Time for Beany* character, William Shakespeare Wolf.

KNXT (TV) USES OUTDOOR ADS

FOR the first time in three years, KNXT (TV) Hollywood is using outdoor advertising to promote various station programs. The CBS o&o station has leased three large outdoor boards in Hollywood and others in downtown Los Angeles to advertise KNXT personalities and programs.

NEWS IN RESUME

TO FURTHER promote its *Esso News Reporter* program, WCHS Charleston, W. Va., is distributing "news flashes," brief news resumes, to hotels and business organizations. The news sheets contain local and world news, weather forecasts and a reminder to dial 580, WCHS, for further details.

PRINCE GEORGE'S PRINCESS

WPGC Morningside, Md., suburb of Washington, is conducting a contest for young ladies between the ages of 16 and 20 in an effort to find a "Princess of Prince George's County." The winner and her chaperone will receive a round trip airline fare to Miami and the two runners-up will get clock radios and nylons. Scholastic standing and service to the community as well as beauty will determine who will receive the awards.

DOWN RIO WAY

RANGER JIM, personality of KGBT-TV Harlingen, Tex., who conducts programs for children of the Rio Grande Valley, recently was made an honorary deputy sheriff of Cameron County for his achievements in combating juvenile delinquency. Children are invited to participate on his show and usually have to wait about five weeks to get on. Ranger Jim plays the guitar, tells stories and gives membership cards and buttons to Junior Rangers who "clean their plates, brush their teeth twice a day, pick up their clothes and mind their parents."

Local News Accented

ACCENT on local news that doesn't make the wire services is featured in a new program, *Community Headlines*, on WSLS-TV Roanoke, Va. Some 40 newspapers, representing communities within WSLS-TV's coverage area, cooperate in the production of the show.

The news items are selected and presented by Andy Petersen, station reporter. A newspaper front page is used as a background and the masthead of the paper, from which the item is taken, is superimposed on the screen. Sometimes a picture of a community personality involved in the story also is used.

Community Headlines presents news of local drives for community improvement, church affairs, local meetings, weddings, town management affairs, school functions, etc.

A special feature of the half-hour program is a five-minute film salute to one of the communities. The film presents the outstanding points of interest of the particular locale. In Danville, WSLS-TV cameraman John Gilbert filmed the city's tobacco warehouses, Dan River Mills and the site of the "Wreck of the Old 97." In Lexington, it was Washington & Lee U., Virginia Military Institute, the tomb of Stonewall Jackson and the home of Robert E. Lee. The various Chambers of Commerce fill-in on the vital statistics.

As many local people as possible are included in the film to create interest for the program. It is expected that in a year, cameraman Gilbert and Fred L. Corstaphney, WSLS-TV promotion and merchandising director, will have traveled 6,000 miles to produce the show.

PRESTON FOSTER, star of *Waterfront*, and his wife Sheila prepare to cast off after attending a press party staged in Cleveland when Mr. Foster came there for the *Waterfront* premiere on WEWS (TV). To see them off on their tugboat voyage across Cleveland harbor to publicize the program are (l to r): Mort Engel, territorial manager of sponsoring Stroh Brewery Co.; Henry Blazy, Stroh Cleveland distributor; A. W. Bentler, Stroh sales promotion manager; Donald L. Perris, promotion manager of WEWS, and David A. Hallack, public relations director of Zimmer, Keller & Calvert Inc., Detroit agency.

KFBB'S 32-YEAR-OLD FARM SHOW

FARMER'S Noon Hour Program over KFBB Great Falls, Mont., aired its 10,000th broadcast last Wednesday (Nov. 24), making it the oldest farm show of its type in the broadcasting industry, according to the station. The program was first broadcast 32 years ago in 1922, the year KFBB took the airwaves. The show includes general farm news, livestock and crop market reports, road and weather information, local and world wide news and music. In adverse weather conditions, the show is realized as a medium of communication for outlying areas cut off by snows and floods. It is aired Monday through Friday, 12 noon to 1:30 p.m. The special observance of the program's 10,000th anniversary included personal interviews with listeners who have depended upon its existence since its inception and special messages from prominent agriculture officials, among which were the Secretary of Agriculture, Ezra Taft Benson.

SHERWOOD R. GORDON (c), president-general manager of WSAI Cincinnati, counsels his sportscasters Jack Moran (l), WSAI night news editor, and Waite Hoyt. Mr. Moran has been named to assist Mr. Hoyt in the broadcasts of the 1955 Cincinnati Redleg baseball games. The announcement was made by the Redlegs and Burger Brewing Co., sponsor.

BMI
"Pin Up" Hit
THIS YEAR'S
SANTA BABY
RECORDED BY
EARTHA KITT . . . . . Victor
MORENITA RAY . . . . . Seeco
HOMER & JETHRO . . . . . Victor
LESLIE UGGUMS . . . . . MGM
PEPI & ORCH . . . . . Rainbow
Non-exclusively licensed by BMI
PUBLISHED BY
TRINITY MUSIC, INC.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Station Authorizations, Applications

(As Compiled by B • T)

November 18 through November 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 23

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,637	2,634	126	170	76
Fm	561	538	34	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	263	316	579[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	290	115	405
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	937	337	726	529	1,256[2]
Educational	55		28	27	55[3]
Total	992	337	754	556	1,309[4]

[1] One hundred-twelve CPs (21 vhf, 91 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 612 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Lufkin Tex.—Forest Capital Bcstg. Co. granted vhf ch. 9 (186-192 mc); ERP 10.7 kw visual, 5.37 kw aural; antenna height above average terrain 670 ft., above ground 500 ft. Estimated construction cost $223,160.13, first year operating cost $125,000, revenue $100,000. Studio location and transmitter location 1.4 mi. northwest of Clawson, east of Highway #69, Angelina County. Geographic coordinates 31° 25′ 09″ N. Lat., 94° 48′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer, KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport Times*, and eight other minority stockholders. Address P. O. Box 701, Lufkin, Tex. Granted Nov. 17.

APPLICATIONS

Roseburg, Ore.—Southern Oregon Bcstg. Co. (KBES-TV Medford, Ore.), vhf ch. 4 (66-72 mc); ERP 13.6 kw visual, 7.34 kw aural; antenna height above average terrain 2,794 ft., above ground 140 ft. Estimated construction cost $109,700, first year operating cost $58,000, revenue $60,000. Post office address Box 1189, Medford, Ore. Transmitter location Scott Mountain, 13 miles E. of Sutherline, Ore. Geographic coordinates 43° 22′ 22″ N. Lat., 123° 03′ 51″ W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Pres. **Amos E. Voorhies** (50%), and **Redwood Bcstg. Co.** (50%). Redwood operates KIEM-AM-TV Eureka, Calif. Filed Nov. 17.

Yakima, Wash.—Robert S. McCaw d/b as Chinook Tv Co., uhf ch. 23 (524-530 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 959 ft., above ground 150 ft. Estimated construction cost $114,156, first year operating cost $120,000, revenue unknown. Post office address % Radio Station KYAK, P. O. Box 172, Yakima. Studio location corner Fair & Mead Ave., Yakima. Ahtanum Ridge Rd., south of Yakima. Geographic coordinates 46° 31′ 56″ N. Lat., 120° 30′ 30″ W. Long. Transmitter and antenna RCA. Consulting engineer John Walker, Aberdeen, Wash. Mr. McCaw is pres.-⅓ owner KYAK Yakima; pres.-⅓ owner KALE-AM-FM Richland, Wash.; pres.-⅓ owner KLAN Renton, Wash., and 10% owner Harbor Tv Corp., community tv system at Aberdeen, Wash. Filed Nov. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

WEDM (TV) Munford, Ala.—Ala. Educ. Tv Commission granted STA to operate on noncommercial educational ch. 7 for the purpose of providing service in accordance with **CP pending** filing of license application. Granted Nov. 17; announced Nov. 23.

WKNB-TV New Britain, Conn.—New Britain Bcstg. Co. granted mod. of CP for ch. 30 to change ERP to 191 kw visual, 102 kw aural; antenna height above average terrain 970 ft. Granted Nov. 16; announced Nov. 23.

WIRI (TV) North Pole, N. Y.—Great Northern Tv Inc. granted STA to operate commercially on ch. 5 for the period ending Feb. 26. Granted Nov. 18; announced Nov. 23.

STATIONS DELETED

KTKA (TV) Topeka, Kan.—Alf M. Landon granted request to cancel CP and delete call letters for tv station on ch. 42. Deleted Nov. 15.

KNAL (TV) Victoria, Tex.—Albert B. Alkek d/b as KNAL Tv Co. FCC deleted tv station on ch. 19 at request of permittee. Deleted Nov. 18.

New Am Stations . . .

ACTION BY FCC

Ephrata, Pa.—Garden Spot Bcstrs. Inc. granted 1310 kc, 500 w, daytime, directional. Post office address 111 E. Frederick St., Lancaster, Pa. Estimated construction cost $19,150, first year operating cost $36,450, revenue $58,000. Principals include President **George J. Kienzle Jr.** (25%), announcer, Millville, N. J.; Vice President **Lester J. Grenewalt** (30%), used car dealer; Secretary **Samuel R. Youse** (25%), engineer WLBR Lebanon, Pa., and Treasurer **John N. Norris** (20%), station manager WGCB Red Lion, Pa. Granted Nov. 18.

APPLICATIONS

Paris, Ky.—D. C. Stephens tr/as Paris Bcstg. Co., 1470 kc, 1 kw daytime. Post office address D. C. Stephens, Prestonburg, Ky. Estimated construction cost $20,806, first year operating cost $26,260, revenue $32,500. Mr. Stephens is owner of WPRT Prestonburg, Ky. Filed Nov. 15.

Clarksdale, Miss.—Cotton Belt Bcstg. Corp. of Miss. (WGVM Greenville, Miss.), 900 kc, 250 w daytime. Post office address 118 South Broadway, Greenville, Miss. Estimated construction cost $16,000, first year operating cost $36,000, revenue $48,000. Principals include **David M. Segal** (51%); **Edward Codel** (46.5%), and **Freida F. Segal** (2.5%). Filed Nov. 15.

Columbia, Tenn.—Columbia-Mt. Pleasant & Spring Hill Radio Corp., 1570 kc, 1 kw daytime. Post office address % Salisbury & Wall, 1624 Eye St., N. W., Washington. Estimated construction cost $20,831, first year operating cost $30,000, revenue $36,000. Principals include Pres. **Claude H. Turner** (⅓), manufacturer of church furniture; Vice Pres. **H. F. McKee** (⅓), retail merchant, and Sec.-Treas. **Jack G. Dunn** (⅓), minister. Filed Nov. 12.

Carrizo Springs, Tex.—Ben L. Parker, 1450 kc, 250 kw unlimited. Post office address P. O. Box 247, Pleasanton, Tex. Estimated construction cost $15,358, first year operating cost $30,250, revenue $40,500. Mr. Parker is licensee of KBOP Pleasanton and KBLP Falfurrias, both in Tex. Filed Nov. 15.

Moab, Utah—Charles A. Steen, George G. Platis & Robert E. Hawley d/b as Grand Valley Bcstg. Co., 1490 kc, 250 w unlimited. Post office address % George G. Platis, North Third East, Price, Utah. Estimated construction cost $14,440, first year operating cost $19,750, revenue $31,500. Principals in limited partnership include **Charles A. Steen** (75%), mining and real estate; **George G. Platis** (12½%), ½ owner Carbon Emery Bcstg. Co., applicant for new am station on 1340 kc, 250 w daytime at Price, Utah, and **Robert E. Hawley** (12½%), ½ owner Carbon Emery. Filed Nov. 15.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

APPLICATIONS AMENDED

Homestead, Fla.—Ralph W. Hoffman amends bid for new am station on 1570 kc 250 w daytime to specify 1430 kc 500 w. Filed Nov. 19.

Dallas, Ore.—E. C. McElroy Jr. & L. M. Tucker d/b as Polk County Bcstrs. amends bid for new am station on 1550 kc 250 w daytime to specify 1460 kc 500 w. Filed Nov. 19.

West Warwick, R. I.—Neighborly Bcstg. Co. amends bid for new am station on 980 kc 1 kw daytime to specify 500 w. Filed Nov. 19.

Milan, Tenn.—West Tenn. Bcstg. Co. amends bid for new am station on 1150 kc 500 w daytime to specify transmitter location at 1.2 miles SW along Hwy. 70A from the intersection of city limits and highway. Filed Nov. 19.

Existing Am Stations . . .

ACTIONS BY FCC

WEED Rocky Mount, N. C.—William Avera Wynne granted CP to change from 1 kw to 5 kw daytime, operating on 1390 kc 1 kw night, directional. Granted Nov. 17.

WCAW Charleston, W. Va.—Capital Bcstg. Corp. granted CP to change transmitter location to Bownmont Hill, and studio location to Kanawha Hotel, Charleston. Granted Nov. 18; announced Nov. 23.

APPLICATIONS

WDVH Gainesville, Fla.—T. H. Hanssen, C. W. Dowdy, J. A. Dowdy & W. S. Vaughn d/b as the Decatur Bcstg. Co. seek CP to change from directional antenna to non-directional on 980 kc. Filed Nov. 19.

KLER Lewiston, Idaho—Cole W. Wylie amends bid to change from 740 kc 250 w daytime to 550 kc 1 kw unlimited, directional night to specify 1300 kc 1 kw night, 5 kw day. Filed Nov. 19.

Existing Fm Stations . . .

ACTIONS BY FCC

WNBH-FM New Bedford, Mass.—E. Anthony & Sons Inc. granted CP to change transmitter site to Rockland & Prospect Sts., New Bedford; antenna height above average terrain to 380 ft. Granted Nov. 18; announced Nov. 23.

WAZL-FM Hazleton, Pa.—Hazleton Bcstg. Co. granted CP to change ERP to 2.6 kw. Granted Nov. 16; announced Nov. 23.

KREM-FM Spokane, Wash. — Louis Wasmer granted CP to change ERP to 4.8 kw. Granted Nov. 18; announced Nov. 23.

Ownership Changes . . .

ACTIONS BY FCC

WMGA Moultrie, Ga.—John F. Pidcock granted voluntary assignment of license to John F. Pidcock and Roy F. Zess d/b as Radio Station WMGA through sale of 35% interest to Mr. Zess, WMGA station manager, for $28,000. Granted Nov. 17. [FCC erroneously reported sale of 65% interest, B•T, Nov. 22.]

KFLW Klamath Falls, Ore.—Herald Pub. Co. of Klamath Falls granted voluntary assignment of license to parent corporation Southern Ore. Pub. Co., 75% owner KRNR Roseburg, and 19% owner KYJC Medford, both in Oregon. Granted Nov. 18.

APPLICATIONS

WPIT Pittsburgh, Pa.—WPIT Inc. seeks voluntary transfer of control to Allen Berkman, Jack Berkman & Louise Berkman through purchase by corporation of 14.3% from Helen Teitlebaum for $31,325 and 2% interest from George W. Fellows for $4,375. The Berkmans will now own 50.4% interest. Filed Nov. 18.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. seeks assignment of CP for ch. 19 to CBS Inc. for $335,000. CBS also purchases physical assets of ch. 25 WCAN-TV Milwaukee for $786,000. WCAN-TV purchases WOKY-TV facilities from CBS for $286,000. Filed Nov. 19.

Hearing Cases . . .

INITIAL DECISIONS

Canton, Ohio—New tv, ch. 29. FCC hearing examiner Fanney N. Litvin issued initial decision looking toward grant of the application of Tri-Cities Telecasting Inc. for a CP for new tv station on ch. 29 in Canton, Ohio, and denial of the competing applications of The Brush-Moore Newspapers Inc. and Stark Telecasting Corp. Action Nov. 19.

Odessa, Tex.—New tv, ch. 7. FCC hearing examiner John B. Poindexter issued initial decision looking toward grant of the application of C. L. Trigg, President, Odessa Television Co. (a joint venture) for a CP for new tv station on ch. 7 in Odessa, Texas, and denial of the competing application of Clarence E. Wilson and Philip D. Jackson d/b as The Odessa Television Co. Action Nov. 22.

OTHER ACTIONS

New Haven, Conn.—FCC, by order, denied petition filed by The Elm City Bcstg. Corp. of New Haven, Conn., to intervene in proceeding involving applications of Key Bcstg. System Inc., Bay Shore, N. Y., and WAVZ New Haven, Conn. WAVZ seeks to change operation from 1260 kc, 1 kw, D, to 1300 kc, 1 kw, U, DA-N; Key seeks new station to operate on 1300 kc, 1 kw, D. Comr. Hennock dissented. Action Nov. 18.

Daytime Skywave—FCC extended to Jan. 17, 1955, the date for filing comments in re Docket 8333 (Daytime skywave proceeding), and the date for filing replies to such comments was extended to Feb. 1, 1955. Action Nov. 18.

WCFS Harvey, Ill.—Charles F. Sebastian. FCC denied request for deletion of a condition included in grant made June 23 for a new station to operate on 1570 kc, 250 w, D, that permittee divest himself of any interest in, or connection with, station WTAQ La Grange, Ill., before commencing program tests. Action Nov. 17.

KFRM Coudersport, Pa.—FCC denied petition by Farm and Home Bcstg. Co. requesting review and reversal of Motions Commissioner action dismissing with (instead of without) prejudice petitioner's application to increase power of station KFRM Coudersport, Pa., from 500 w to 1 kw, operating daytime only on 600 kc; affirmed Motions Commissioner action. Action Nov. 17.

Tv Assignment—By report and order, the Commission finalized proposed rule making in Docket 11129 and amended its tv table of assignments by substituting ch. 6 plus for ch. 11 minus in Caguas, P. R., and substituting ch. *11 plus for ch. *6 for educational use in San Juan, P. R., effective Dec. 31. Comr. Hennock dissented. Action Nov. 17.

Bay Shore, N. Y.—FCC granted petition by its Broadcast Bureau and enlarged hearing issues in proceeding involving am applications of Key Bcstg. System Inc., Bay Shore, N. Y., and WAVZ New Haven, Conn., to determine whether the proposal of WAVZ would comply with the "10 percent rule" in Sec. 3.28(c) of the rules. WAVZ seeks to change operation from 1260 kc, 1 kw, D, to 1300 kc, 1 kw, U, DA-N; Key seeks new station to operate on 1300 kc, 1 kw, D. Action Nov. 17.

Latrobe, Pa.—FCC granted request by Latrobe Bcstrs., Latrobe, Pa., for waiver of the provisions of Sec. 3.28(c) of the "10 percent rule" in connection with its application for a new am station to operate on 1480 kc, 500 w, daytime; dismissed as moot petition by Broadcast Bureau for modification of hearing, also Latrobe's request for oral argument. Comr. Hennock dissented. Action Nov. 17.

KAMQ Amarillo, Tex.—FCC (1) denied motion by Top of Texas Bcstg. Co., to remove from hearing its application to increase daytime power of station KAMQ Amarillo, Tex., from 1 kw to 5 kw, with DA, continuing operation on 1010 kc with 500 watts night, and (2) granted petition of Broadcast Bureau and enlarged issues to determine whether the operation proposed would be in compliance with the blanketing contour rule in Sec. 3.24(g). Action Nov. 17.

KGUL-TV Galveston, Tex.—FCC granted petition of Gulf Television Co., Galveston, Tex., to the extent that the hearing date on its application to change transmitter site of KGUL-TV, ch. 11, and make other changes, be advanced from Dec. 7 (set by examiner) to Nov. 22. Grant on Sept. 1 of KGUL-TV's modification to change transmitter site was protested by Houston Consoildated Television Co. (KTRK-TV, ch. 13), Houston, and the effective date thereof was postponed pending final determination in this proceeding. Action Nov. 17.

Thermopolis, Wyo.—Mildred V. Ernst; Thermopolis Bcstg. Co. FCC designated for consolidated hearing applications, both requesting a new am station to operate on 1240 kc, 250 w, U; made KRAL Rawlins, Wyo., a party to the proceeding. Action Nov. 17.

Routine Roundup . . .

November 18 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Charles J. Frederick

Notice is given that the date for the submission of Proposed Findings of Facts and Conclusions of Law in ch. 12 proceeding, Jacksonville, Fla., is changed from Dec. 2 to Dec. 28, and the date for the replies thereto is changed from Dec. 13 to Jan. 10, 1955 (Action 11/15).

Hastings, Neb., The Seaton Pub. Co.—Granted petition for leave to amend its tv application for ch. 5, relating to financial data (Docket 10965; BPCT-1265) (Action 11/16).

By Hearing Examiner Annie Neal Huntting

Parma, Mich., Jackson Bcstg. & Television Corp.—Granted petition for continuance of prehearing conferences in ch. 10 proceeding (Parma-Onondaga, Mich.) from Dec. 1 and 9 until 10:00 a.m. on Dec. 20 and Jan. 10, 1955, respectively; and continued hearing from Dec. 10 to 10:00 a.m., Jan. 14, 1955 (Docket 11169 et al.).

By Hearing Examiner Thomas H. Donahue

Upon petition of Phil Bird and without opposition from any other participant in proceeding re his application and that of Lawton Bcstg. Co., Lawton, Okla., continued hearing from Nov. 18 to 10:00 a.m., Jan. 25, 1955 (Dockets 10911, 10959; BP-9018, 8840).

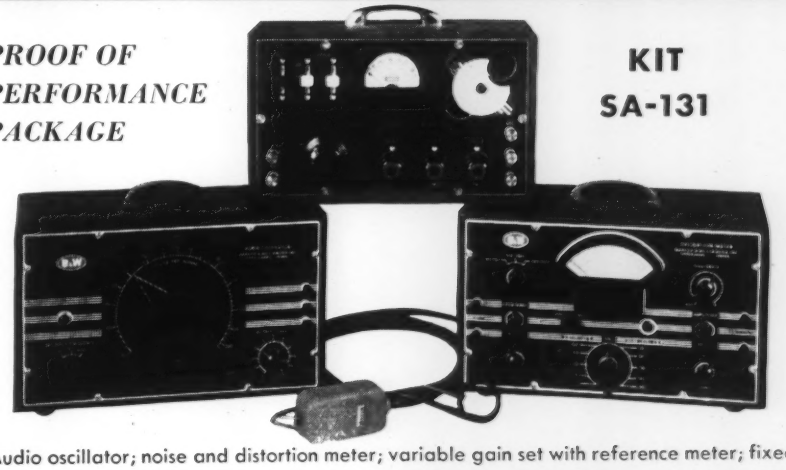
BROADCAST ACTIONS

The Commission en banc, by Commissioners McConnaughey (Chairman), Webster, Doerfer and Lee, took the following actions on Nov. 17:

Quality PLUS makes GATES a MUST

PROOF OF PERFORMANCE PACKAGE

KIT SA-131



Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $458.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

GATES RADIO COMPANY, QUINCY, ILLINOIS

McFarland Letter

WSAY Rochester, N. Y., Federal Bcstg. System Inc.—Is being advised that application (BMP-6665) for mod. of CP for extension of completion date from Nov. 1, 1954 to May 1, 1955, indicates necessity of a hearing. CP is to increase power on 1370 kc, U, from 1 kw to 5 kw. Chairman McConnaughey not voting.

November 18 Applications

ACCEPTED FOR FILING

Remote Control

WMAX Grand Rapids, Mich., WMAX Inc.—(BRC-575).

WSNY Schenectady, N. Y., Western Gateway Bcstg. Corp.—(BRC-579).

WGBG Greensboro, N. C., Greensboro Bcstg. Co.—(BRC-580).

WJZM Clarksville, Tenn., Campbell and Sheftall—(BRC-581).

WDKN Dickson, Tenn., Dickson County Bcstg. Co.—(BRC-576).

WJAK Jackson, Tenn., Jackson Bcstg. Co.—(BRC-578).

WCAW Charleston, W. Va., Capitol Bcstg. Corp.—(BRC-577).

WCHF Chippewa Falls, Wis., Chippewa Falls Bcstg. Co.—(BRC-582).

Renewal of License

WOOW New Bern, N. C., Craven Bcstg. Co.—(BR-2909).

WDIX Orangeburg, S. C., WDIX Inc.—(BR-1360).

Renewal of License Returned

WTAL Tallahassee, Fla., John H. Phipps—(BR-869).

WDSC Dillon, S. C., The Border Bcstg. Co.—(BR-1274).

Application Returned

WDOB Canton, Miss., Madison County Bcstg. Co.—License to cover CP (BP-9352) which authorized increase in power.

Remote Control

KSO-FM Des Moines, Iowa, Murphy Bcstg. Co.—Operation by remote control from 1910 Ingersol Ave., Des Moines, Iowa (BRCH-118).

License for CP

WENR-FM Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—License to cover CP (BPH-1937) as mod. which authorized changes in licensed station (BLH-1014).

Modification of CP

WMVO-FM Mt. Vernon, Ohio, The Mount Vernon Bcstg. Co.—Mod. of CP (BPH-1877) as mod. which authorized changes in licensed station for extension of completion date (BMPH-4960).

Renewal of License

WTMA-FM Charleston, S. C., The Atlantic Coast Bcstg. Corp. of Charleston—(BRH-161).

CP

WAJC (FM) Indianapolis, Ind., Butler U.—CP to replace (BPED-223) CP which authorized changes in licensed station which expired 10-11-53 (BPED-266).

License for CP

WHSA (FM) Madison, Wis., State of Wisconsin—State Radio Council—License to cover CP (BPED-249) which authorized changes in licensed station (BLED-160).

Modification of CP

KFBC-TV Cheyenne, Wyo., Frontier Bcstg. Co.—Mod. of CP (BPCT-771) as mod. which authorized new tv station to extend completion date to 2-1-55 (BMPCT-2608).

November 19 Decisions

BROADCAST ACTIONS

Renewal of License

Granted renewal of licenses of following stations on a regular basis:

WOOK-WFAN (FM) Washington, D. C.; WANT Richmond, Va.; WARK Hagerstown, Md.; WINX Rockville, Md.; WSID Essex-Baltimore, Md.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

New Haven, Conn., The Elm City Bcstg. Corp.—Referred to the full Commission for consideration petition to intervene in proceeding re applications of Key Bcstg. System Inc., Bayshore, N. Y. (Docket 10379, BP-8422) and WAVZ New Haven, Conn. (Docket 11014, BP-8944).

Lawton, Okla., Phil Bird—Granted petition for extension of time to and including Dec. 15 to file answer to petition by Chief Broadcast Bureau for dismissal of his bid and that of Lawton Bcstg. Co., Lawton, Okla. (Dockets 10911, 10959; BP-9018, 8840).

WARK Hagerstown, Md., United Bcstg. Co. of Western Maryland Inc.—Granted petition for leave to amend its application in order to submit a revised engineering statement, and application, as amended, is removed from hearing docket and returned to the processing line; dismissed as moot petition by WARK for reconsideration and grant without hearing and opposition to said petition by Chief Broadcast Bureau (Docket 11189, BP-9361).

Ambridge, Pa., Miners Bcstg. Service Inc.—Granted petition for acceptance of its late filing of appearance in proceeding re its am application and those of Louis Rosenberg, Tarentum, Pa., and Somerset Bcstg. Co., Painesville, Ohio (Dockets 11202, et al.).

WGMS Bethesda, Md., The Good Music Station Inc.—Granted request for withdrawal of its Petition for Enlargement of Issues in Docket 11105; BP-8764.

November 22 Applications

ACCEPTED FOR FILING

License for CP

WMGR Bainbridge, Ga., Thomas R. Hanssen, John A. Dowdy, Charles W. Dowdy and Mrs. Winnie S. Vaughn d/b as Decatur Bcstg. Co.—License to cover CP (BP-9224) which authorized change in frequency; increase power; change hours of operation; change transmitter and studio locations and type of transmitter (BL-5516).

KAPB Marksville, La., Avoyelles Bcstg. Corp.—License to cover CP (BP-9028) as mod. which authorized a new standard broadcast station (BL-5515).

WDXN Clarksville, Tenn., Aaron B. Robinson tr/as Clarksville Bcstg. Co.—License to cover CP (BP-8762) as mod. which authorized a new standard broadcast station (BL-5519).

KGDN Edmonds, Wash., Garden of the King Enterprises Inc.—License to cover CP (BP-8745) as mod. which authorized a new standard broadcast station (BL-5517).

Renewal of License

WIRE Ft. Pierce, Fla., Indian River Bcstg. Co.—(BR-1282).

WFTW Ft. Walton Beach, Fla., Vacationland Bcstg. Co.—(BR-2898).

WGMA Hollywood, Fla., Circle Bcstg. Corp.—(BR-2855).

WJHP Jacksonville, Fla., The Jacksonville Journal Co.—(BR-1083).

WIOD Miami, Fla., Isle of Dreams Bcstg. Corp.—(BR-432).

WKXY Sarasota, Fla., Sarasota Bcstg. Co.—(BR-2301).

WJCM Sebring, Fla., The Highlands Bcstg. Co.—(BR-2460).

WFOY St. Augustine, Fla., Fountain of Youth Bcstg. Co.—(BR-914).

Renewal of License Returned

WTYS Marianna, Fla., John H. Phipps—(Sec. II dated after Sec. I) (BR-1940).

Remote Control

WAJR-FM Morgantown, W. Va., West Virginia Radio Corp.—Operation by remote control from 446 Spruce St., Morgantown, W. Va. (BRCH-119).

Modification of CP

KBAY-TV San Francisco, Calif., Lawrence A. Harvey—Mod. of CP (BPCT-1490) as mod. which authorized new tv station to extend completion date (BMPCT-2609).

KFXJ-TV Grand Junction, Colo., Western Slope Bcstg. Co.—Mod. of CP (BPCT-1305) as mod. which authorized new tv station to extend completion date (BMPCT-2615).

WOC-TV Davenport, Iowa, Central Bcstg. Co.—Mod. of CP (BPCT-1021) as mod. which authorized changes in facilities of existing tv station to extend completion date to 3-11-55 (BMPCT-2611).

WAGE-TV Marquette, Mich., Peninsula Television Inc.—Mod. of CP (BPCT-1783) which authorized new tv station to extend completion date to 6-30-55 (BMPCT-2612).

WFTV (TV) Duluth, Minn., Great Plains Television Properties of Minnesota Inc.—Mod. of CP (BPCT-1155) as mod. which authorized new tv station to extend completion date to 6-13-55 (BMPCT-2613).

WCNY-TV Carthage, N. Y., The Brockway Co.—Mod. of CP (BPCT-1828) as mod. which authorized new tv station to extend completion date to 6-10-55 (BMPCT-2614).

WTVX (TV) Gastonia, N. C., Air-Pix Corp.—Mod. of CP (BPCT-1848) which authorized new tv station to extend completion date to 6-7-55 (BMPCT-2610).

Remote Control

KULE Ephrata, Wash., Columbia Basin Bcstg. Co.—(BRC-583).

Renewal of License

WFTL Fort Lauderdale, Fla., Gore Pub. Co.—(BR-1374).

WEBY Milton, Fla., Milton Bcstg. Co.—(BR-2983).

Modification of CP

KQXI (TV) San Jose, Calif., Standard Radio and Television Co.—Mod. of CP (BPCT-1542) as mod. which authorized new tv station to extend completion date to 6-15-55 (BMPCT-2605).

KGLO-TV Mason City, Iowa, Lee Radio Inc.—Mod. of CP (BPCT-1230) as mod. which authorized new tv station to extend completion date to 6-14-55 (BMPCT-2617).

WHEN-TV Syracuse, N. Y., Meredith Syracuse Television Corp.—Mod. of CP (BPCT-1782) as mod. which authorized replacement of expired CP (BPCT-434) as mod. for new tv station to extend completion date to 6-16-55 (BMPCT-2619).

WDSM-TV Superior, Wis., WDSM Television Co.—Mod. of CP (BPCT-728) as mod. which authorized new tv station to extend completion date to 3-14-55 (BMPCT-2618).

November 23 Decisions

ACTIONS ON MOTIONS

The following actions on motion were taken as indicated:

On request of Williamsport Radio Bcstg. Associates Inc., the Commission on Nov. 18 extended to Dec. 2 the time for filing replies to comments in re Docket 11194.

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 24 within which exceptions may be filed to initial decision in re applications of Cowles Bcstg. Co. and Murphy Bcstg. Co., for ch. 8 in Des Moines, Iowa (Dockets 8897, 8900).

By Hearing Examiner Annie Neal Huntting

Port Arthur, Tex., Smith Radio Co.—Denied petition for an extension of time until Nov. 24 in which to file replies to oppositions filed to its "Request for Admissions and for Order to take Depositions" in re ch. 4 proceeding (Dockets 10285, 10352) (Action of 11/18). Granted petition requesting an extension of time from Nov. 12 to Dec. 13 in which to make amendments to applications for ch. 4, provided, however, that a ruling on the acceptability of the amendments will not be made by the Examiner until after consideration of the petitions (Action of 11/19).

(Continued on page 113)

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all nights every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

Grinnan Fixture Co.
Minerva, Ohio
DESIGNERS • BUILDERS • INSTALLERS
record libraries, office partitions, reception desks, special consoles, fine custom cabinet work.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager, experienced in small radio station operation, needed immediately for Florida independent on east coast in profitable area. References and full background with recent photo in first letter. Box 407F, B•T.

Wonderful opportunity for sales manager who can really write business. Salary, liberal commission and travel expenses. Box 448F, B•T.

Manager for 250 watter, 100 miles New York. You must earn $10,000. Investment required to ensure interest in our earnings. Box 468F, B•T.

Salesmen

Time salesman. Salary plus commission. Good market. ABC Network. Texas. Box 271F, B•T.

Sales manager needed for established top ranking metropolitan independent in Great Lakes area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B•T.

Florida east coast 5000 watt station has opening for earnest radio time salesman. Immediate market more than 300,000. Only salesman interested in permanent connection considered. State experience, desired compensation arrangements, references, photo. Box 460F, B•T.

Experienced salesman wanted . . . aggressive, independent, 1000 watts close-in to Los Angeles. Wonderful opportunity for top earnings. Must have first class ticket. Box 472F, B•T.

Aggressive, top-flight salesman for top southern network affiliated station. Salary plus commission. This is an ideal opportunity for the right man. Send all details and photo first letter. All replies strictly confidential. Box 487F, B•T.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

EMPLOYERS . . .

Our largest NATION-WIDE pool of TV/AM executive and staff personnel is the modern, confidential way to fill all vacancies in your organization. Thirty years of station management experience enables us to make ideal selections for your consideration.

FLORIDA . . .

We need announcers-engineers, announcer-salesmen and continuity-traffic personnel for open positions in Florida.

HOWARD S. FRAZIER

TV and Radio Management Consultants

708 Bond Bldg.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Aggressive salesman—excellent draw and car allowance against liberal commissions. Send full particulars and photo to KCSJ Radio, Pueblo, Colorado.

Experienced time salesman. No floaters. Opening immediately. 20% commission. WNMP, 2201 Oakton, Evanston, Illinois.

Independent kw daytimer needs stable experienced sales-service man. Commission, drawing account, salary—you name it. L. O. Fitzgibbons, Manager, WRRR, Rockford, Illinois.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Minnesota station needs sports announcer-salesman. Must be good play-by-play announcer. Good salary plus commission. Box 437F, B•T.

Combination announcer-engineer for daytimer, good eastern Kansas community. Require responsible, reliable man. Send information, referencs, tape. Will return tape. Box 455F, B•T.

Metropolitan southeastern market offers splendid opportunity for personality disc jockey who can sell his own show. Send references, background, details with photo. Box 458F, B•T.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

WNXT, 5 kw, Portsmouth, Ohio, needs announcer capable of doing spot commercials, news and record show. Experience essential. Send audition, snapshot and complete information about yourself to Manager.

Announcer for 20 hours staff announcing and 20 hours gathering and announcing local news. Salary $70. Send letter, photo, audition of news and commercials to Joel Lawhon, WVOT, Wilson, N. C.

Announcer for play-by-play sports and farm programs at WGTC, Greenville, N. C. Salary between $70 and $80 depending on ability. Send letter, photo, audition tape of farm news and play-by-play to Joel Lawhon, P. O. Box 170, Wilson, N. C.

Experienced announcer for metropolitan Washington, D. C. area station. Qualified experienced men only considered. Send tape, resume, WPIK, Alexandria, Virginia.

Technical

First phone negro engineer-announcer for progressive race station in southern metropolitan market. Send full particulars, photograph in first letter. Box 291F, B•T.

Wisconsin station with tv affiliate has opening for first class operator, no experience necessary. Also opening for operator studying for license. Box 462F, B•T.

Have opening for combo-chief engineer. KDLK, Del Rio, Texas—Phone 5-2431—Box 1162.

Florida, Miami—WINZ, 50,000 watts day—10,000 watts night, requires a first class transmitter engineer. Good salary, and ideal living conditions. Highest references—prefer experience with Doherty amplifier. Full details to Rex Rand, President.

Production-Programming, Others

White program director with experience for all-negro station, southern metropolitan market. Send full particulars, references, recent snapshot in first letter. Box 292F, B•T.

RADIO

Help Wanted—(Cont'd)

Newsman with good voice. Ability to gather and write local news. Box 398F, B•T.

Good sharp girl to handle radio and tv traffic. Rocky Mountain area established metropolitan radio and television station. Send full particulars and required salary. Box 439F, B•T.

Have opening for experienced copywriter. Send complete information to Manager, KSYL, NBC, Alexandria, Louisiana.

News director—gather, write, broadcast local news. Live-wire Pennsylvania independent with strong news string organization. Must have good voice. Handle tape recorder. $75.00. Radio Station WCOJ, Coatesville, 2100.

Continuity writer needed immediately. Send sample copy, photo, experience, and salary desired to Mr. Armel, WCRA, Effingham, Illinois.

Promotion man for midwest radio-tv station. We prefer a young man with at least some radio experience and a good background in preparing news releases and newspaper advertising copy as well as promotional spots. Creative ability and public contact experience also helpful. Permanent opening with opportunity for advancement. Free life insurance, hospitalization and excellent pension benefits. Write Personnel Director, WSBT-TV, South Bend, Indiana.

Situations Wanted

Managerial

Radio-television executive available. Seeking permanent position as general manager, radio or television station with opportunity to participate in ownership or top position in allied field. 20 years broadcast experience, last 8 in development, ownership and management of radio and television stations. Excellent engineering and sales background. 39 years old, family man with best references. Presently managing medium market radio and television station. Would relocate almost anywhere but prefer west coast, northwest, mountain area or assignment in Mexico City with American firm. Box 388F, B•T.

Experienced, mature PD interested in management opportunity. Small, medium market. Box 431F, B•T.

Manager whose strong commercial background has won recognition in the industry is looking for absentee owner who needs capable assistance. Thoroughly seasoned at 38 years and presently employed as commercial manager of top ranking Wisconsin station. Can be available in 30 to 60 days on percentage and participation. References and performance record on request. Box 444F, B•T.

Manager-sales manager desires to settle in home area of Minnesota-Wisconsin. Married, 8 years radio experience, 33 years old, strong on sales. Box 473F, B•T.

General manager strong on sales and administration wants greater opportunity with permanency. Secondary market experience. Young and aggressive. Top references. Box 490F, B•T.

Announcers

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 305F, B•T.

Staff-sports announcer available immediately. Ready to handle upcoming basketball schedule if desired. Four years commercial experience. Tape, photo on request. Box 327F, B•T.

Radio-tv announcer. Staff, control board. Strong hillbilly DJ, commercial newscasts. Resume, tape, references. Box 370F, B•T.

Major market—top disc jockey with am-tv. Consider till dawn slot. Box 392F, B•T.

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 405F, B•T.

Negro DJ, with two years of commercial. A smooth salesman. Box 430F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer. Five years experience news, DJ. Capable. Finest references; college graduate. Box 436F, B•T.

Announcer—with leaning toward program and production development. Seven years experience, radio, some tv. Twenty-six, ex-service, married. Desire to locate permanently with heads-up station. Will answer all offers. Box 443F, B•T.

Attention, Pennsylvania, New Jersey, New York! Announcer-engineer, 5 years news, sports, DJ, family. Presently 5 kw. Box 446F, B•T.

Sportscaster—5 years experience play-by-play all sports desires sports minded station. Good enthusiastic voice that'll sell product, sport and self. Presently employed sports-staff-sales. College grad. Family. Air checks. Box 457F, B•T.

Versatile announcer. Four years independent, network station experience. News, music, sports. Box 461F, B•T.

Announcer. 3 years experience. Good DJ, news and sports. Also play-by-play baseball, basketball, football. Reliable and hard worker. Box 463F, B•T.

Experienced. Top references, veteran, draft exempt. Versatile and pleasant adlib. Young—will work hard. Can copywrite and sell. Tape or disc and resume on request. Box 464F, B•T.

Experienced DJ (pop-country) and continuity writer. Style and voice that makes me a personality. College. Married. Prefer southeast. Box 475F, B•T.

Staff announcer—experienced—news—DJ. Desire opportunity to do sports. Available immediately. Box 483F, B•T.

Announcer—35, married, eager, able, competent. Heavy on pitch air sales; outstanding dynamic personality; knows copy, merchandising, promotion. Opportunity paramount. Box 484F, B•T.

Net-independent announcer (1½ years). Specialty commercialized light poetry-philosophy show. Newswriter, commentator. B.A. degree. Versatile. College must be nearby. M.A. desired. Vet. Box 486F, B•T.

Sportscaster. Experienced—7 years. Professional officiate, statistician, play-by-play. Not mere words. Top voice. Best job guaranteed. Presently employed. Prefer professional baseball market, year-round sports. Seeking 100,000 population. Will do staff. Family man, tapes immediately. If emergency, available immediately. Box 489F, B•T.

8 years experience, sportscaster, all sports. Excellent references, college, married. Box 493F, B•T.

24 year old veteran, married, desires air work on west coast station. Will consider all offers. Control room experience. Radio operator while in Army. Wife and I both have college degrees in radio and television. No children. Bob Andrews, 311 Scott, Van Horn Park, Ft. Bliss, Texas.

Negro DJ — tape, references. Walter Betner, 106-18 Risscoe Street, Jamaica, New York.

Start anywhere—negro, appealing disc-jockey—program or market. Good news, commercial talent, fair sports. Tape and full particulars on request. Ralph Featherstone, 140-22 33rd Ave., Flushing, New York.

Experienced, versatile announcer. Pop, hillbilly, jazz, classical. Excellent command of English language. Seeking permanent position in progressive mid-South station. Jimmie Schulze, 201½ West Main Street, Russellville, Arkansas. $75.00.

Top morning man—hillbilly, 13 years radio. Deep voice. Available now. Telephone 705-W, Morgantown, N. C.

Announcers - writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

RADIO

Situations Wanted—(Cont'd)

Technical

Experienced chief engineer combo, maintenance, remotes, installation. Box 357F, B•T.

Engineer—first class license—7 years experience, desires good position as chief engineer or maintenance engineer—no announcing—available immediately. Box 451F, B•T.

1st phone—2½ years experience in all phases of radio broadcasting. Will travel. Immediately available. Box 480F, B•T.

Engineer: Desires lifetime position with quality minded organization. Experienced, 28. 100 mile radius N.Y.C. Box 492F, B•T.

Combo, first phone desires chiefs position midwest. 6 years experience, 2½ years ABC Hollywood. Don Shepard, c/ George McMahon, RFD #2, Belton, Missouri, 18F21.

Ten years am; on tv transmitter experience. First phone, car, 30, single, available immediately. $60 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Thoroughly experienced program manager immediately available. Executive position, large market. Box 432F, B•T.

Program director, chief engineer, fine announcer—DJ. Entire staff wrapped up in one! Family man wants good permanent job with small am. Minimum $7800 yearly. Thoroughly experienced and competent. Box 438F, B•T.

Program director—Tired of same old programs? Want different approach with listener appeal? Give me the job. Will come to you well recommended. Seven years experience, some tv. Twenty-six, ex-service, married. Desire to locate permanently with live wire station. Will supply further info and material. Box 442F, B•T.

RADIO

Situations Wanted—(Cont'd)

Copywriter—production coordinator; presently employed 4-A advertising agency; 4 years experience radio-tv commercials; California coastal area only; references, samples of work. Box 454F, B•T.

Newsman seeks permanent connection network station. College, veteran, some experience. 24, capable. Prefer midwest. Box 470F, B•T.

Program director. Seven years experience, top-rated station, metropolitan market. Desire change. Box 477F, B•T.

Promotion man. Experienced all phases radio and tv advertising, promotion and merchandising. Capable one man department or assistant. College grad, veteran, references. Will relocate. Box 481F, B•T.

Copywriter, some experience, versatile. Part-time free lance. College student—Cloverdale 6-7405. Box 495F, B•T.

TELEVISION

Help Wanted

Salesmen

Establishd television station in metropolitan southeastern market now adding to its tv sales staff. Give full details of experience, references, starting compensation expected, photo. Box 459F, B•T.

Announcer

Texas television station has immediate opening for announcer, director, with special emphasis on announcing abilities. Medium market with complete studio set-up. Send letter and picture with experience, salary expected and references that can be contacted. Excellent opportunity for young man with talent and willing to work. Box 415F, B•T.

Experienced announcer strong on commercials for expanding vhf operation in southeast. Box 494F, B•T.

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:
- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

Tmks. ®

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted: First class tv technician with actual video experience. This position is permanent and offers good salary and ample opportunity for advancement. Write giving complete employment record and education. Include photo. Box 390F, B•T.

Wanted. Experienced tv operating engineers. Pre-freeze 100 kw station wants top-notch tv operators with video switching, projection and camera experience. 1st class phone license. Good salary, other benefits. Airmail full resume your experience. Box 441F, B•T.

Experienced tv engineer for new General Electric 5 kw rig. Must do switching and maintain projectors also. Western college town of 25,000. Send full particulars, salary requirements, and photo to Box 469F, B•T.

Production-Programming, Others

Program director. Must have successful background in similar capacity, at station level; be able to conceive and produce readily salable local programs on a modest budget; must be experienced in film buying, production, direction, have executive ability and be strong on promotion. Detail your complete story, including present earnings and salary expected. North Central location. Confidential. Box 379F, B•T.

Girl with executive ability. Experience in tv traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic department. Starting salary $350-$400 per month. Give experience, include photo. Box 440F, B•T.

Traffic manager. This position carries with it great responsibilities with nationally prominent Ohio station. Good pay with definite future for person with thorough television experience to be traffic manager. Box 447F, B•T.

Promotion manager wanted for established east coast radio-television (vhf) station. Salary commensurate with ability. Box 452F, B•T.

Midwestern regional vhf offers unusual opportunity for newscaster. Send resume to Box 467F,

Film editor to take complete charge of film room. Send experience, background and references to WALB-TV, Albany, Georgia.

Situations Wanted

Managerial

Station — commercial-sales manager with outstanding uhf success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Assistant manager. Five years supervisory experience radio-tv. Excellent record, references. Box 433F, B•T.

Salesman

Radio commercial manager seeking opening in television sales. Reply to Box 485F, B•T.

Announcer

Announcer-director—one year tv solid commercial, quiz shows: 5 years radio announcing. Box 465F, B•T.

Technical

Engineer, 13 years, 1st phone. Experience includes am, television theory instructor, field engineer, radar equipment, uhf communications, construction and test. Desire position construction or operation tv transmitter or studio. Box 450F, B•T.

Production-Programming, Others

Puppeteer—puppet record show. One man operation. Profitable. Appealing. Details. Box 409F, B•T.

Experienced PD put two television stations on air. Immediately available for supervisory position, larger market. Box 434F, B•T.

Experienced tv continuity director desires similar position in major market. Box 435F, B•T.

Cameraman-announcer; some directing. Seven years tv-radio experience. Box 449F, B•T.

Program director. Eight years experience in am's best, wishes tv programming, production, large market. Box 478F, B•T.

Promotion man. Experienced all phases radio and tv advertising, promotion and merchandising. Capable one man department or assistant. College grad, veteran, references. Will relocate. Box 481F, B•T.

Experienced cameraman—all studio operations, network affiliated. Now employed, seeking position with production opportunity. Experienced, video, lighting, audio, films, floor manager; some directing, music background. Box 482F, B•T.

Producer-director: Five years motion picture production-direction-production design. Four years professional music, New York. Have assisted in putting two vhf stations on air. Now at 100kw-vhf. Wish to relocate in eastern market. Box 491F, B•T.

For Sale

Stations

Exclusive profitable tri-city 500 watts Ohio daytime independent. Retiring. Cash. Box 289F, B•T.

For Sale—(Cont'd)

Radio station in one of Wisconsin's top markets priced at $60,000. Box 363F, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale, at a bargain, one brand new 446 ft. galvanized EMSCO type RT 27 tower, 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 296F, B•T.

$38,000 Johnnie Andrews 650 foot guyed tower for $12,500. Complete tower including guys, lighting, etc. For further details, contact Box 297F, B•T.

For sale, six bay RCA super turnstile antenna type TF-6A/B. Will work on channels 8 through 11. Good condition, reasonably priced. Box 353F, B•T.

Tower lighting kits, A-3 (Whitco), including flashing beacon, obstruction lights and enough conduit and wire for 280 foot tower. Cost $704. Never used. Two kits available. Make offer for one or both. Box 466F, B•T.

2—Presto professional recording turntables. Console mounted, belt drive, with two L-90S sliding equalizers, type 1-C cutting heads, Spencer microscope and Presto 85B amplifier. Excellent condition. Original cost $1800.00. First check for $500.00 takes the works. Baldwin, KDYL, Salt Lake City, Utah.

RCA 70A vertical-lateral turntable. $100.00. KFRO, Longview, Texas.

300 foot Lehigh, self-supporting, double g ized tower suitable for tv. Design dr available. Best offer takes it. Write or Hatfield, KIRO, Seattle, Washington.

210 foot, 36", heavy, 12 guys, base insulator, co plete tower, lighting with coils and sun swit Complete, ready to ship, $1500.00. WACH, Ne port News, Virginia. Telephone 2-4932.

WE transmitter—presently operated at 2500 kw, original 5000 kw. No reasonable offer refused. Write Bill Masi, WHBI, Newark, N. J., or call SO 3-1146.

Wanted to Buy

Stations

Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 211F, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Wanted 50kw fm transmitter and associated equipment. Package deal preferred. Send reply to Box 351F, B•T.

Distortion set, HP-330 or BW-400; also oscillator, HP-200 or BW-200. Price. Box 445F, B•T.

Will lease one kw uhf transmitter, suitable for channel 30. Interested also in leasing film camera, projectors, etc. Write or wire Box 453F, B•T, giving complete information.

Want to buy, one 250 watt used transmitter. State age, make and price. Box 471F, B•T.

Increasing power? Modernizing? We are interested in your used uhf and vhf equipment in good repair for small-market, low-budget operation. Also low power am equipment. Write complete details. Box 476F, B•T.

Used STL unit. In operating condition and priced right. Radio Station WSLM, Radio Ridge, Salem, Indiana.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

RADIO

Help Wanted

Salesman

IDEAL OPPORTUNITY

Top Southern Network station has opening for aggressive, experienced salesman. Good salary plus commission. This is a fine opportunity. If interested send all details and photo first letter. All replies will be kept in the strictest confidence.

Box 488F, B•T

Situations Wanted

Production-Programming, Others

THIS IS IT ! ! ! !

We'll boost your Hooper; sell your products and keep your sponsors happy. We're leaving present employment because of unfortunate circumstances.

HERE'S WHAT YOU GET!

Program Director, Program Manager, 12 EARS experience, 7 years play-by-y, all phases, top newsman.
ersatile DJ, with program ideas and on the air gimmicks, adaptable to any audience segment, early a.m., mid-day, late evening. A top air-salesman with over 6 years commercial experience.
3. **Request man—5 years experience—p.m. appeal to hi-school, college and housewife. A livewire seller with a conservation "bop" lingo—top singing DJ with band experience.**

We're ready to go as a group and make money for you too—if you've got a market we can double your billing. If interested let us know, we'll furnish tapes, brochures, etc. . . .

Box 456F, B•T.

TELEVISION

Help Wanted

Production-Programming, Others

SALES PROMOTION & RESEARCH ASSISTANT

Network TV department in Chicago has opening for young man, preferably 25 to 32 years, to do rating and market research, write sales promotion bulletins and presentations. Should have some familiarity with Nielsen, ARB, Trendex. Good opportunity toward sales. Write full background, references and salary required. Box 474F, B•T.

(Continued from page 108)

By Hearing Examiner J. D. Bond

By Memorandum Opinion and Order, granted motion of Unity Corp. Inc., Toledo, Ohio, for continuance in re proceeding for ch. 11 (Dockets 11084 et al.), and the Third Pre-trial Order released on Oct. 13 is amended by substituting in paragraphs 1-c and 1-d, respectively, the dates Feb. 14 and Feb. 21, 1955, and the time for further conference is amended to specify Feb. 21.

By Hearing Examiner Herbert Sharfman

Rochester, N. Y., Radio Order Service Inc.—Granted petition for acceptance of its late appearance in re Docket 11184.

By Hearing Examiner Charles J. Frederick

Ordered hearing in re applications of Westinghouse, et al., for ch. 11 in Pittsburgh, Pa., to reconvene on Dec. 15 for the purpose of receiving rebuttal testimony for exhibits (Dockets 8694 et al.).

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of November 19

Modification of CP

WMVO-FM Mt. Vernon, Ohio, The Mount Vernon Bcstg. Co.—Granted extension of completion date to 2-11-55.

WAQM Atlanta, Ga., Glenkaren Associates Inc.—Granted extension of commencement date to 1-2-55 and completion date to 7-2-55.

Actions of November 18

Remote Control

The following stations were granted authority to operate tranmitters by remote control:

WGBG Greensboro, N. C.; WAJR-FM Morgantown, W. Va.; WCAW Charleston, W. Va.; KULE Ephrata, Wash.

Granted License

WPLY Plymouth, Wis., Eastern Wisconsin Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 500 w, D (BL-5514).

WAIP Prichard, Ala., Prichard Bcstg. Co.—Granted license for am broadcast station; 1270 kc, 1 kw, D (BL-5512).

Modification of CP

The following were granted extension of completion dates as shown:

WOC-TV, Davenport, Iowa, to 6-11-55; KFBC-TV Cheyenne, Wyo., to 6-1-55; WFTV (TV) Duluth, Minn., to 6-13-55; WCNY-TV Carthage, N. Y., to 6-10-55; WTVX (TV) Gastonia, N. C., to 6-7-55; WJBK Detroit, Mich., to 6-9-55.

WTRN Tyrone, Pa., Tyrone Bcstg. Co.—Granted mod. of CP to make changes in antenna (decrease height); antenna 150 feet (BMP-6681).

Granted CP

KRDG Redding, Calif., Capitol Radio Enterprises—Granted CP to replace expired CP (BP-8971) which authorized a new standard broadcast station to be operated on 1230 kc with power of 250 w, U hours of operation (BP-9545).

WDCF Dade City, Fla., The Pasco Bcstg. Co.—Granted CP to replace expired CP (BP-9002) which authorized a new standard broadcast station to be operated on 1350 kc with power of 1 kw and daytime hours of operation (BP-9549).

Actions of November 17

Granted License

KTKT-FM Tucson, Ariz., Thomas J. Wallace—Granted license for fm broadcast station (BLH-1000).

Modification of CP

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Granted mod. of CP for increase in height of antenna; antenna 240 feet (BMP-6696), condition.

WCHF Chippewa Falls, Wis., Chippewa Falls Bcstg. Co.—Granted mod. of CP to increase height of antenna; antenna 221 feet (BMP-6698).

The following were granted extension of completion dates as shown:

KBIC-TV Los Angeles, Calif., to 6-15-55; WBAP-FM Fort Worth, Tex., to 1-1-55.

Remote Control

The following were granted authority to operate transmitters by remote control: WSNY Schenectady, N. Y.; WJAK Jackson, Tenn.; WDKN Dickson, Tenn.; KSO-FM Des Moines, Iowa; WJZM Clarksville, Tenn.; WCHF Chippewa Falls, Wis.

Actions of November 16

Remote Control

The following were granted authority to operate transmitters by remote control: WMAX Grand Rapids, Mich.; WTRW Two Rivers, Wis.; WAYB Waynesboro, Va.; KLMO Longmont, Colo.; WRUM Rumford, Me.

Granted License

WCBY Cheboygan, Mich., Straits Bcstg. Co.—Granted license for am broadcast station; 1240 kc, 250 w, U (BL-5510).

Modification of CP

The following were granted extension of completion dates as shown:

WAKR-TV Akron, Ohio, to 6-14-55; KOL (TV) Seattle, Wash., to 12-17-54.

Actions of November 15

Remote Control

WRDW Augusta, Ga., Radio Augusta Inc.—Granted authority to operate transmitter by remote control.

November 23 Applications

ACCEPTED FOR FILING

Renewal of License

WJSB Crestview, Fla., Crestview Bcstg. Co.—(BR-3004).

For Sale

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copywriters**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

PROSPECTIVE TV BROADCASTERS
$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT
*** TRANSMITTER (RCA TT-5A)**
*** TOWER (558' SELF-SUPPORTING)**
*** LINE & LIGHTING EQUIPMENT**
*All in Orginal Packing and Ready for Immediate Shipment
WIRE, Indianapolis, Ind.

For national and local programs the Atlanta audience depends on WSB-TV, the great *area* station of the Southeast

evidence:

According to Pulse, Inc., in the month of October, *ten* of the top fifteen programs televised were on Atlanta's WSB-TV.

In the preceding month on the night when all three Atlanta stations were programming election returns of the Georgia Democratic Primary, WSB-TV had an average audience 40% greater than station B and 80% greater than station C according to Pulse, Inc.

CHANNEL 2 — 1062-FT. TOWER — 100,000 WATTS

wsb-tv

Atlanta, Georgia

Represented by Edw. Petry & Co.

Affiliated with The Atlanta Journal and Constitution

WDBF Delray Beach, Fla., Delray Bcstg. Corp.—(BR-2920).
WINK Fort Myers, Fla., Fort Myers Bcstg. Co.—(BR-1054).
WGGG Gainesville, Fla., Alachua County Bcstg. Co.—(BR-1883).
WRUF Gainesville, Fla., U. of Florida—(BR-436).
WMBR Jacksonville, Fla., Florida Bcstg. Co.—(BR-438).
WKWF Key West, Fla., John M. Spottswood—(BR-1229).
WRWB Kissimmee, Fla., Radio Station WRWB—(BR-2995).
WIPC Lake Wales, Fla., Imperial Polk Bcstg. Corp.—(BR-2628).
WEAT Lake Worth, Fla., WEAT-TV Inc.—(BR-1919).
WFEC Miami, Fla., David Haber—(BR-2306).
WMIE Miami, Fla., Sun Coast Bcstg. Corp.—(BR-2723).
WMBM Miami Beach, Fla., Biscayne Bcstg. Co.—(BR-1762).
WTMC Ocala, Fla., Ocala Bcstg. Co.—(BR-1003).
WCOA Pensacola, Fla., WCOA Inc.—(BR-434).
WALT Tampa, Fla., Tampa Bcstg. Co.—(BR-1365).
WDAE Tampa, Fla., Tampa Times Co.—(BR-437).
WKJB Mayaguez, P. R., Jose Bechara Jr.—(BR-1617).
WORA Mayaguez, P. R., Radio Americas Corp.—(BR-1764).
WPAB Ponce, P. R., Portorican American Bcstg. Co.—(BR-1082).
WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—(BR-2394).

WHOO-FM Orlando, Fla. ,WHOO Inc.—(BRH-418).
WDSC-FM Dillon, S. C., Border Bcstg. Co.—(BRH-702).

Renewal of License Returned

WEAR Pensacola, Fla., Gulfport Bcstg. Co.—(Section II dated after Section I) (BR-1690).

Applications Returned

WLLH Lowell, Mass., Merrimac Bcstg. Co.—Voluntary relinquishment of control of licensee corporation by Louise F. Cheney, Administratrix of the Estate of Albert S. Moffat, deceased, through sale and retirement of 64% of stock to treasury.
WMAS Springfield, Mass., WMAS Inc.—Voluntary relinquishment of control of licensee corporation by Louise F. Chaney, Administratrix of the Estate of Albert S. Moffat, deceased, through sale and retirement of 60% of stock to treasury.

License for CP

WWPG-FM Palm Beach, Fla., Palm Beach Bcstg. Corp.—License to cover CP (BPH-1942) which authorized changes in licensed station (BLH-1016).
KCMC-FM Texarkana, Tex., KCMC Inc.—License to cover CP (BPH-1936) which authorized changes in licensed station (BLH-1015).

Modification of CP

WTOP-TV Washington, D. C., WTOP Inc.—Mod. of CP (BPCT-1771) as mod. which authorized changes in facilities of existing tv station to extend completion date to 2-28-55 (BMPCT-2616).
WCET (TV) Cincinnati, Ohio, The Greater Cincinnati Television Educational Foundation—Mod. of CP (BPET-26) as mod. which authorized a new non-commercial educational tv station to extend completion date (BMPET-56).

TELESTATUS

November 29, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 293,120
► WBRC-TV (6) CBS; Katz; 286,494
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown
Decatur†—
► WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/28/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

Total stations on air in U. S. and possessions: 414; total cities with stations on air: 275. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,916,446.
* Indicates educational stations.
† Cities NOT interconnected to receive network service.
(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.
(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 101,523
Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 105,570
► KPHO-TV (5) CBS, DuM; Katz; 101,523
KTVK (3) 6/10/54-Unknown
Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
► KVOA-TV (4) ABC, NBC; Raymer; 34,866
Yuma†—
► KIVA (11) NBC, DuM; Grant; 24,421

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) 11/4/54-Unknown
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 82,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
414,944
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,000
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,955,185
► KHJ-TV (9) DuM; H-R; 1,955,185
► KNXT (2) CBS; CBS Spot Sls.; 1,955,185
► KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,955,185
► KTTV (11) Blair; 1,955,185
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,016,110
► KPIX (5) CBS; Katz; 1,016,110
► KRON-TV (4) NBC; Free & Peters; 1,016,110
► KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 76,715
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 6,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 660,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 643,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 278,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (d)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/55
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) ABC, CBS, NBC, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,130
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 68,347
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,341
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 37,075
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,150
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 34,692
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 202,600
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 74,776
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 665,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,130
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 202,630
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 120,123
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/28/54
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 70,197
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Wichita—
►KAKE-TV (10) ABC; Hollingbery
►KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 62,075
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
►KALB-TV (5) Weed
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
►KPLC-TV (7) NBC; Weed; 55,935
►KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 65,100
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
►WTWO (2) Venard
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
►WCSH-TV (6) NBC; Weed; 141,504
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
►WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (19) DuM; Walker; 169,015
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,223,801
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,223,801
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 178,000
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 156,000
►WWLP (61) ABC, NBC; Hollingbery; 156,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 65,543

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WBID-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
►WWJ-TV (4) NBC; Hollingbery; 1,466,000
►WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
►CKLW-TV (9) See Windsor, Ont.
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400
Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
►WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
►WCCO-TV (4) CBS; Free & Peters; 533,000
►WTCN-TV (11) ABC; Blair; 533,000
Rochester—
►KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 511,000
►WMIN-TV (11) ABC, DuM; Blair; 533,000

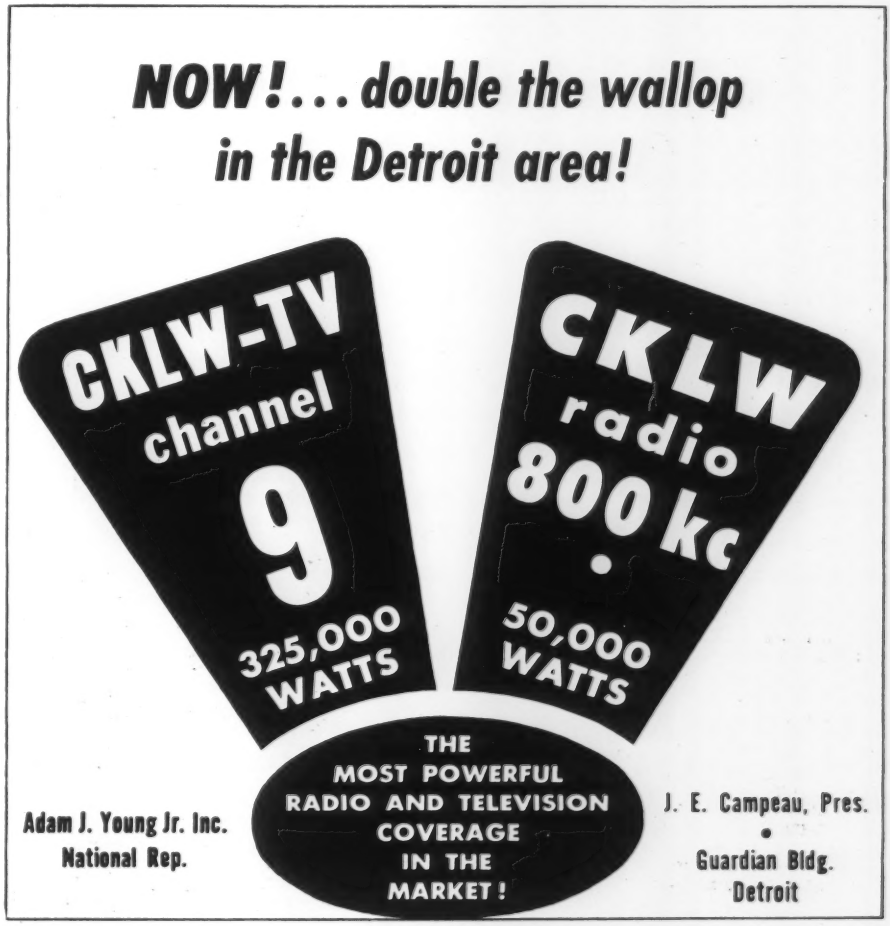
MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 59,305
►WLBT (3) NBC; Hollingbery; 98,472
►WSLI-TV (12) ABC; Weed; 96,000
Meridian†—
WCOC-TV (30) See footnote (d)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

MISSOURI

Cape Girardeau†—
►KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 128,716
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
►KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 440,665
►KMBC-TV (9) CBS; Free & Peters; 440,665
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Forjoe; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 17,500
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 271,275
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 49,289
► KGGM-TV (13) CBS; Weed; 49,289
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,642

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 301,890
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) Young; 12/2/53-12/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
WTVE (24) See footnote (d)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 18,000
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 395,400
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,000
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 430,276
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 239,209
► WTOB-TV (26) ABC, DuM; H-R; 75,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,057,110
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,063,000
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) Initial Decision 11/8/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,500
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 196,856
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) 7/16/53-12/4/54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 47,043
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (•13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 184,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,-201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson (Greenville)—
► WAIM-TV (40) CBS; Headley-Reed; 76,121
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 133,542
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.
Greenville—
► WFBC-TV (4) NBC; Weed; 317,226
► WGVL (23) ABC, DuM; H-R; 101,200
► WAIM-TV (40) See Anderson
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 109,834
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 91,060
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 306,199
► WMCT (5) ABC, NBC, DuM; Branham; 306,199
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
► KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 60,274
► KGNC-TV (4) NBC, DuM; Katz; 60,274
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 60,602
► KTSM-TV (9) NBC; Hollingbery; 56,766
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 408,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,626
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair
KTVP (23) 1/8/53-Unknown
► KUHT (•8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Just off the press!

TELECASTING MAP

TV STATIONS THROUGHOUT UNITED STATES AND CANADA

(correct to October 1, 1954)

Locates television stations by city, county and state. Network routes over-printed, indicating existing and planned coaxial cable, as well as that portion equipped for color.

Designed for sales planning, this 28" x 42" outline map may be used for presentations, visualizing markets, charting sales territories. Printed black and blue on 70 lb. durable white stock

Single copies, suitable for framing, $1.00

Quantity prices:

5 copies	$ 4.50	25 copies	$20.00
10 copies	8.50	50 copies	37.50
	100 copies	$70.00	

Order now!

BROADCASTING•TELECASTING

1735 DeSales Street, N.W., Washington 6, D. C.

KDUB-TV

"first in Lubbock - first in West Texas"

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Longview†—
► **KTVE (32) Forjoe; 24,171**
Lubbock—
► **KCBD-TV (11) ABC, NBC; Raymer; 63,843**
► **KDUB-TV (13) CBS, DuM;** Avery-Knodel; 65,679
KPTO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
Forest Capital Bcstg. Co. (9) Venard; 11/17/54-Unknown
Midland—
► **KMID-TV (2) ABC, CBS, NBC; Venard; 38,500**
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 220,777
► WOAI-TV (4) NBC; Petry; 220,777
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► **KCEN-TV (6) NBC; Hollingbery; 89,340**
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (d)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 54,000
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 44,626
Wichita Falls—
► **KFDX-TV (3) ABC, NBC; Raymer; 76,100**
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► **KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800**
► **KTVT (4) NBC; Blair; 166,800**
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Gill-Perna; 21,545**
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 93,971
Lynchburg—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery;** 120,000
Newport News—
► **WACH-TV (33) Walker**
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (d)
► **WVEC-TV (15) See Hampton**
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 470,108
Roanoke—
► WSLS-TV (10) **ABC, NBC;** Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
KPKR-TV (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 387,300
► KOMO-TV (4) NBC; Hollingbery; 387,300
KCTS (°9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 387,300
► KTNT-TV (11) CBS, DuM; Weed; 387,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed;** 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna;** 35,200
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 448,382
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54
Parkersburg†—
► **WTAP (15) ABC, DuM; Forjoe; 30,000**
Wheeling—
WLTV (51) 2/11/53-Unknown
► **WTRF-TV (7) ABC, NBC; Hollingbery; 281,811**
► **WSTV-TV (9) See Steubenville, Ohio**

WISCONSIN

Eau Claire—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery;** 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► **WMBV-TV (11) See Marinette**
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 37,500
WTLB (38) 12/16/53-Unknown
Madison—
► **WHA-TV (°21)**
► WKOW-TV (27) CBS; Headley-Reed; 65,000
► WMTV (33) ABC, NBC, DuM; Bolling; 60,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 408,900**
► WOKY-TV (19) DuM; Bolling; 378,340
► **WTMJ-TV (4) NBC; Harrington, Righter &** Parsons; 722,178
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► **WDSM-TV (6) CBS, DuM; Free & Peters; 70,000**
► **KDAL-TV (3). See Duluth, Minn.**
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 37,500

WYOMING

Cheyenne†—
► **KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000**

ALASKA

Anchorage†—
► **KFIA (2) ABC, CBS; Weed; 12,000**
► **KTVA (11) NBC, DuM; Feltis; 10,000**
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► **KGMB-TV (9) CBS; Free & Peters; 60,000**
► **KONA (11) NBC; NBC Spot Sls; 60,000**
► **KULA-TV (4) ABC, DuM; Young; 62,000**

PUERTO RICO

San Juan†—
► **WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks**
► **WKAQ-TV (2) CBS; Inter-American; 41,000**

CANADA

Calgary, Alt.—
► **CHCT-TV (2) CBC; All-Canada, Weed**
Edmonton, Alt.—
► **CFRN-TV (3)**
Hamilton, Ont.—
► **CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500**
Kitchener, Ont.—
► **CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533**
London, Ont.—
► **CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627**
Montreal, Que.—
► **CBFT (2) CBC French; CBC; 221,216**
► **CBMT (6) CBC; CBC; 221,216**
Ottawa, Ont.—
► **CBOT (4) CBC; CBC; 38,500**
Port Arthur, Ont.—
► **CFPA-TV (2) CBC; All-Canada, Weed**
Quebec City, Que.—
► **CFCM-TV (4) CBC; Hardy; 6,000 estimate**
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed; 10,000
St. John, N. B.†—
► **CHSJ-TV (4) CBC; All-Canada; 10,000**
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 11,249
Toronto, Ont.—
► **CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000**
Vancouver, B. C.†—
► **CBUT (2) CBC; CBC; 30,000**
Windsor, Ont. (Detroit, Mich.)—
► **CKLW-TV (9) CBC, DuM; Young**
Winnipeg, Man.†—
► **CBWT (4) CBC; CBC; 5,000**

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
► XETV (6) Weed; 260,550

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Dec. 1 (12-12:15 p.m.): *Valiant Lady*, General Mills through Dancer-Fitzgerald-Sample.

Dec. 2 (12-12:15 p.m.): *Valiant Lady*, Toni Co. through Leo Burnett.

Dec. 2 (3:30-4 p.m.): *Bob Crosby Show*, participating sponsors.

Dec. 7 (8-8:30 p.m.): *Red Skelton Show*, sustaining.

Dec. 8 (10-11 p.m.): *Best of Broadway*, "The Philadelphia Story," Westinghouse Electric Co. through McCann-Erickson.

Dec. 13 (9-9:30 p.m.): *Meet Millie*, Carter Products through Sullivan, Stauffer, Colwell & Bayles.

Dec. 14 (9-9:30 p.m.): *Meet Millie*, Carter Products through Sullivan, Stauffer, Colwell & Bayles.

Dec. 19 (9-9:30 p.m.): *Fred Waring Show*, General Electric Co. through BBDO.

NBC-TV

Dec. 2 (9:30-10 p.m.): *Ford Theatre*, "Girl in Flight," Ford Motor Co. through J. Walter Thompson.

Dec. 5 (7:30-9 p.m.): *Max Liebman Presents*, "Spotlight," Reynolds Metals Co. through Russel M. Seeds.

Dec. 9 (9:30-10 p.m.): *Ford Theatre*, "Charley C. Co.," Ford Motor Co. through J. Walter Thompson.

Dec. 13 (8-9:30 p.m.): *Producer's Showcase*, "Dateline," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Dec. 16 (9:30-10 p.m.): *Ford Theatre*, Ford Motor Co. through J. Walter Thompson.

Dec. 18 (9-10:30 p.m.): *Max Liebman Presents*, "Babes In Toyland," Oldsmobile Div. General Motors Corp. through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

UPCOMING

NOVEMBER

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov. 28: Communion breakfast, Catholic Apostolate—Radio, Television & Advertising, Waldorf-Astoria, New York.

Nov 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

DECEMBER

Dec. 1: Formal opening, Voice of America studios in Washington, D. C. Health, Education & Welfare Bldg., 4 p.m.

Dec. 1-2: NARTB Code Review Board, Mayflower Hotel, Washington.

Dec. 3: Board of Governors, Canadian Broadcasting Corp., Toronto.

Dec. 3: California State Radio & Tv Bcstrs. Assn., Clift Hotel, San Francisco.

Dec. 4-11: AAAA Ninth Annual Examination for Advertising, Bowman Room, Biltmore Hotel, New York.

Dec. 6: Rhode Island Radio & Tv Bcstrs. Assn., Crown Hotel, Baltimore.

JANUARY

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

FEBRUARY

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 13-19: National Advertising Week.

FAMILY FAVORITES

in Green Bay Packerland

Ladies Love

DOROTHY JERNQUIST'S HOME SHOW

It's the first and foremost program of its kind in Packerland. Hundreds of housewives each week snatch up her recipes in sponsors' stores and ask for them in the mail.

Kids Love

RANGER DON'S ADVENTURE TIME

Space rangers and cowboys are kids' first loves and Don's Rangers are quick to respond to offers of pictures, pistols and other premiums.

NBC on Channel 11 Every Afternoon

WMBV-TV

Channel 11 Television

Radio-Television Park, Marinette, Wis.
Green Bay Phone HEmlock 5-9389
Milwaukee Phone WOodruff 4-3587

National Representatives:
Venard, Rintoul & McConnell, Inc.
New York, Chicago, Los Angeles, San Francisco, Boston

Toward Truly Nationwide Tv

WHILE pot-shotters were having themselves a time last spring, charging networks with trying to sabotage uhf, one another, the public and small stations, Frank Stanton, CBS president, quietly told the Senate Communications Subcommittee a few facts of contemporary economic life.

Advertisers, who have made possible a television system far ahead of anything any other nation can offer, are interested in the cost-per-thousand of delivered circulation, he told the Subcommittee. He added that CBS was losing $4,500 a week from small-market affiliates that advertisers did not want to buy at present rates.

Even as he was testifying, Dr. Stanton and his CBS staff had logged months of study in their search for an economical and practical way of delivering network programs to smaller markets. The search has continued—and, CBS Television executives believe, a solution has been found. The answer is a new concept in networking described as an important step toward an "ideal network." This concept, known as the CBS Television Extended Market Plan, will bring network programs to the smallest market if rate and delivered circulation are consistent.

As a starter, the plan is being offered to a score of stations, both vhf and uhf. It abandons the minimum rate concept for small market outlets, giving advertisers a chance to buy small stations at what the network regards as their actual value in terms of circulation. The network and station will agree on an hourly rate, with the station paying either a $5 fee for the tv recording or cost of delivering the program live.

It would be wrong to say that the CBS plan represents salvation for small market stations; the direct economic benefits from it may be rather slight, certainly at first. The plan does have the distinct advantages of giving small stations a chance to get some network business, a considerable volume of network shows and the benefits of selling local or national spots around desirable programs.

It is, in short, the kind of moderate, sensible proposal which should be an important forward step in the job of providing the nation with good programs and television advertisers with expanded distribution of their messages at reasonable cost.

WHATEVER the Thanksgiving message he hoped to deliver over NBC-TV, Sen. Joseph McCarthy's request for free time deserved the answer it got. NBC-TV was completely justified in rejecting a presumptuous demand for political use of its facilities. If networks would steel themselves to act with similar decisiveness whenever ambitious politicians reach for a microphone or camera, the politicians might abandon the notion that the air was free for their asking. It is a notion that has gained understandable currency because such decisiveness has not invariably obtained.

Conelrad: No Second Chance

TEN DAYS ago, glowing stories of the "success" of the fourth nationwide Conelrad test were carried over news association wires and widely broadcast and published. Stations themselves, and perhaps the FCC, attested this "successful" dry-run wherein some 1,300 am stations were supposed to have participated to prevent simulated enemy aircraft from homing on broadcast channels and simultaneously to alert America to the impending raid.

Broadcasters should not delude themselves. The preliminary reports indicate that the test was an abysmal flop. Beyond that, it is learned that an official survey just completed shows that only about 7% of the public knew that there is an alerting plan or that radio is the keystone of Civil Defense.

Broadcasters have invested $3 million of their hard-earned dollars in Conelrad. Civil Defense regards Conelrad as its crown jewel—its greatest single accomplishment. But the public doesn't know it.

Radio has a powerful story here. It is the one medium selected because it is swift, all-encompassing and dependable when an enemy strikes. The public is alerted before a raid; it is told what to do during and after attack—by radio alone. Radio catches the family at home, on the highways, wherever it may be. All new standard receivers—home and auto—have the 640 and 1240 Conelrad channels clearly marked.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Pop's changed his mind about educational tv . . . he's really enjoying that film on Polynesian culture!"

Then why the flop? Civil Defense isn't being taken seriously by an otherwise occupied public. Most broadcasters seem to have been lulled into the same false sense of security. Congress, too, because it has become niggardly in its appropriations for Civil Defense.

Broadcasters carry a heavy responsibility. They assumed it voluntarily. But they haven't sold themselves or their audiences on it. They ought, without delay, to launch a campaign to tell the public what Conelrad is and how it operates.

In this atomic age, there probably wouldn't be a second chance.

Enter QRG & Mr. Ryan

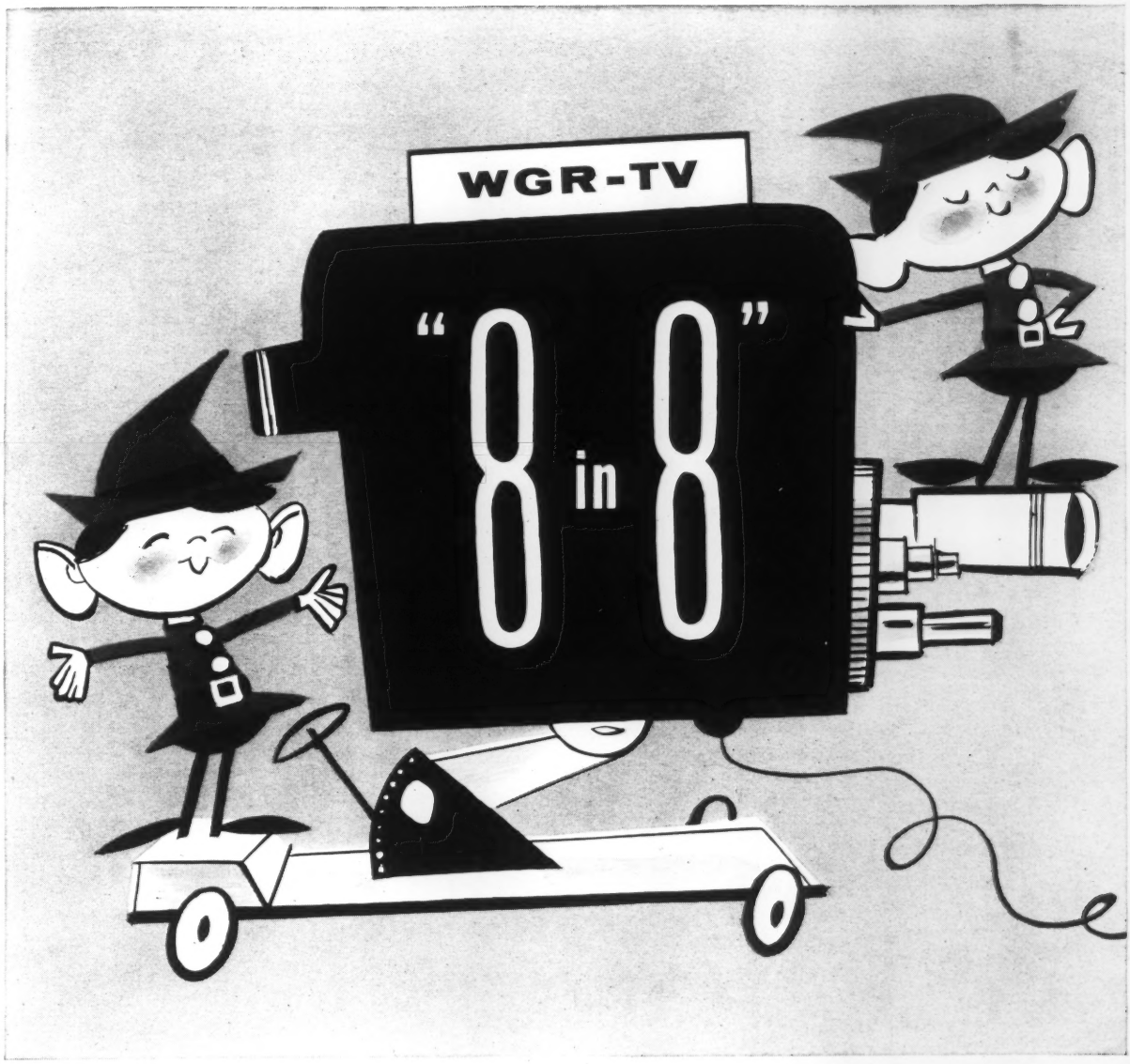
PROOF that necessity is the mother of invention is found in the formation of Quality Radio Group, set to go, after several months of planning.

This assemblage of large coverage stations proposes to sell to national accounts the best of their locally produced programs on a tape-recorded interchange basis, along with selected syndicated features. It is a project having extreme flexibility. It is not a network in the strict sense. There will be no wire-line interconnections.

Why QRG? Because the founding stations want to fill in the gaps in their radio network schedules. They have discovered, for example, that the syndicated programs sell. But there aren't enough of them. Their co-op venture is designed merely to supplement network and those top syndicated features—many of them using erstwhile name network talent. Keystone Broadcasting System, which was founded in 1940, has been doing an effective job of programming via recording for "home town and rural America." QRG adopts a variation of the Keystone formula, but proposes to market principally the selected programs of its cooperating stations, along with the syndicated availabilities.

In choosing Bill Ryan as executive vice president and directing head, the QRG board did what came naturally. Mr. Ryan knows the broadcasting business. His background embraces network sales (NBC West Coast); station management (KFI Los Angeles); trade association experience (as general manager of NARTB), and spot selling at all levels (first president of Broadcast Advertising Bureau).

The QRG job, of course, is to sell advertisers QRG. But in so doing, it will be selling *all* radio. Radio today is the biggest and the best advertising buy ever. The more people selling it, the better.



In 8 short weeks since WGR-TV went on the air, 8 of the top fifteen TV Shows in Buffalo are on Channel 2, including five of the top seven. (Pulse)

Here are more facts you can't ignore in buying time to cover the rich* Buffalo market . . . the nation's 14th largest:

- **WGR-TV has 8 out of the 11 top rated syndicated film shows in this market.**
- **WGR-TV, as an average, outrates its nearest competitor in 17 of the 20 quarter hour weekday segments from 7:00 P. M. to midnight.**

You can cover this rich*, receptive market when you use Buffalo's *favorite* station.

WGR-TV

CHANNEL 2

B U F F A L O

Serving 425,567 sets in Western New York plus a bonus of 350,205 sets in Canada.

Represented by Headley-Reed — In Canada: Andy McDermott, Toronto

Sales Management's 1954 Survey of Market Rankings calls Buffalo "an exceptionally well-balanced market . . . a top test market." 77.3% of Consumer Spending Units are in the upper three brackets and account for 93.9% of all income.